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Come on 1926-27

WE ARE READY

with 56 Features including 12 Gold Bonds and 6 Fred Thomson Specials

- 48 Incomparable Short Subjects -

¶ We are ready because we've got a bunch of bear-cats that can bludgeon their way into the biggest boom any little box-office ever butted in.

¶ We've got a line of prancing thoroughbreds facing the barrier, champing at the bit, and feverishly straining every muscle to hang up the record track performance for 1926-27.

¶ Watch for that big announcement in the May 8th Exhibitor's Herald. Read carefully the three following pages.

¶ We are going to "wham" into the new season with a training camp full of championship merchandise.

¶ Last year we had twelve Gold Bonds Specials plastered with the monicker "Showman's." This year we've got twelve more labelled the same way. Give us elbow room. Let's go.

¶ The reorganized studio force is on their toes. Bet your last dime on them. We know we're going to give you quality and nothing else but.

¶ Doctor F.B.O. has got fifty-six operations to perform on box offices that dream with a Chinaman's pipe. He is going to put them on a hard and fast diet of good old Gelt.

¶ Sharpen up the old harpoon. If last year we made a whale of a record, this year we're going to use whales for bait.

¶ Every attribute of the psychology of success points at F.B.O., and says "The year is yours. Take it."

¶ To those exhibitors who, by their patronage and co-operation made possible our phenomenal success during the season about to close, we express our thanks and appreciation.

¶ To the remaining few exhibitors who have not yet demonstrated to themselves the box-office power of our product, we can only say, "Eventually! Why not now?"

Film Booking Offices of Canada Limited

Toronto - Montreal - St. John - Winnipeg - Calgary - Vancouver

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F. B. O's

12 1926-27 Gold Bonds 12

and Their Handles.

No. 1
"Laddie"

The book. The name Gene Stratton Porter. Two million copies sold. A bigger campaign on booksellers and theatre managers than "Keeper of the Bees" got. Gene Stratton Porter Memorial Committee making a State Park of author's home at Rome City, Indiana.

No. 2
"The Magic Garden"

The name Gene Stratton Porter. The serialization in McCall's Magazine. Later the book. The author's name. The title. An exact duplication of the advance exploitation campaign worked on "Laddie."

No. 3
"Kosher Kitty Kelly"

The Broadway stage success. The title. The timeliness of this subject. The day of Irish-Jewish stage and screen comedy. The prevalent popular demand for feature length comedies.

No. 4
"Tarzan and the Golden Lion"

The title. The name of Edgar Rice Burroughs. The success of every "Tarzan" story and picture ever made. The intriguing urge o fthe title for the curious-minded.

No. 5
"Hello Bill"

The Elks and their families. Customers made to order consisting of one of the world's greatest fraternal organizations. The many sided title. The exploitation title.

No. 6
"Her Father Said No"

The name of H. C. Witwer. The day of feature length comedy. The magic of Al Cooke and Kit Guard's names. The laugh in the title. The exploitation title. The teaser campaign title.

No. 7
"Bigger Than Barnum's"

The sure-fire cast. The pull of such names as Ralph Lewis, Viola Dana, George O'Hara, Ralph Ince. The name of Arthur Guy Empey who became immortal with "Over the Top."

No. 8
"Her Honor The Governor"

The novelty of the theme. The pioneer idea of putting women in politics into the midst of screen drama. The resevoir of patronage from every woman voter in the land. The tie-up with women's political organizations. The title. The compelling national interest theme. The name of Pauline Frederick.

No. 9
"Rose of the Tenements"

The power of the title. The name of John Moroso. The 300,000 copy sale of "The Stumbling Herd," the book from which this picture will be made.

No. 10
"Mother"

The tremendous smash of Kathleen Norris' name. The power of her published novel by the same name. The tie-up with mother's organizations. The one picture that was made for Mother's Day.

No. 11
"Breed of the Sea"

The pull of Peter B. Kyne's name. The success of Kyne pictures. The tremendous urge of the title. The value of sea stories—particularly Kyne sea stories.

No. 12
"The City of Shadows"

The box-office smash of Mary Robert Rinehart's name. The draft of this powerful title. The teaser title. The exploitation title.

12 1926-27 Gold Bonds 12

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F. B. O's

44 1926-1927 Star Series 44

6 FRED THOMSON SPECIALS

The world's best box-office star will make 6 Super Specials, bigger and better in every way.

6 Evelyn Brents

6 productions to be built along safe-and-sane lines that will strengthen the tremendous box office pull of this popular star.

6 Alberta Vaughns

To be executed so as to capitalize Miss Vaughn's fast-growing advance as a big time comedienne. Comedy, dramas of youth, optimism and happiness.

8 Tom Tylers and His Pals

8 pictures of protection for Tom, his pals--and the box office

8 Bob Custers

8 novelty westerns along the lines that make Bob's audiences pull—the surest.

6 George O'Haras

6 rewards for George's valiant ticket-selling performances of the past. 6 rewards for his fans.

4 Specials featuring "Ranger" the Dog

4 "woof-woofs" that will keep the wolf away from the box-office door.

44 1926-1927 Star Series 44

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F. B. O's

48 Championship Shorts 48

Incomparable!

12 2-Reel "Bill Grim's Progress"

☛ Made from the H. C. Witwer Stories appearing in Collier's Magazine. With Grant Withers, Al Cooke, Kit Guard and Gertrude Short.

12 2-Reel "Wisecrackers"

☛ Made from Witwer's Cosmopolitan Magazine Stories. With Grant Withers, Al Cook, Kit Guard and Gertrude Short.

12 2-Reel Standard Comedies

☛ 12 Red Ribbon knockouts with Jimmie Aubrey, Chester Conklin, Slim Summerville, Lee Moran and Joe Rock.

12 2-Reel Whirlwind Special Comedies De Luxe

☛ 12 Gales of Laughter. Charley Bowers' outstanding novelty discovery. **The biggest, newest comedy sensations of the year.**

48 Championship Shorts 48

Film Booking Offices of Canada Limited

Toronto - Montreal - St. John - Winnipeg - Calgary - Vancouver

Before Buying Pictures Read The Digest Advertising Pages.

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Whales For Bait

THE announcement of F. B. O. states that not only have they given exhibitors "a whale of a good programme" but this year they are offering "Whales for Bait."

It's a whale of a good idea. In offering pictures to exhibitors which are in the whale class, F. B. O. certainly picked out the King of the Bait Kingdom, and gave themselves a top-notch standard to uphold. Let us survey their offering. Twelve Gold Bonds, "Laddie" a Gene Stratton Porter story which has the draw which not only the story has created through its circulation, but the name which this author created for herself through her stories and her intimate editorial talks which are being published, even though their creator has passed away. "The Magic Garden" is another story by the same author. "Kosher Kitty Kelly" has established for itself a place alongside of "Abie's Irish Rose," having within it that "touch of nature which makes the whole world kin," the humour and the pathos which only a Jewish-Irish combination can command. Edgar Rice Burroughs created a screen sensation with his "Tarzan of the Apes" which every exhibitor remembers pleasingly since the box-office spoke eloquently, being well-fed with the shekels which count. F.B.O. have a story from this author among the Gold Bond Specials, "Tarzan and the Golden Lion."

Familiarized expressions create their own publicity through the circulation given them through repetition. F.B.O. have a Gold Bond called "Hello Bill," it appears that the hero of this story is surely an Elk; and a tie-up with this stag element should put this picture over.

Al Cooke and Kit Guard are going to be given every opportunity for mirth and hilarity in H. C. Witwer's "Her Father Said No." The title gives speed to the imagination which immediately begins to paint colorful and amusing situations. Why did her father say "No," we ask; and did she anyway, even when her father said "No;" and finally did he have to say "Yes?"

Ralph Lewis, Viola Dana, George O'Hara and Ralph Ince in conjunction with the name of Arthur Guy Empey of "Over the Top" fame, conspire to make "Bigger Than Barnum," a Gold Bond which is a gilt-edge security. Pauline Frederick wears like the richest of tapestries, endearing herself to audiences as Time goes on apace; and as precious to women of good taste, as a rare bit of lace, to men as the cup which cheers being brimful of that vintage which Time improves. No star on the screen has this star's unique place, and a picture with this star is a picture which will draw patronage. "Rose of the Tenements," the ninth Gold Bond, is linked up with the name of John Morosco and the sale of 300,000 copies of "The Stumbling Herd" from which "Rosie" has been adapted into her Tenement settlement. Kathleen Norris, coupled with a picture called "Mother" sounds like an F. B. O. Mother's Day. The novel has made the author a fortune, the picture should add materially to the wealth of the Industry. Peter B. Kyne is another magic name with which to invite dollars into the box-office, "Breed of the Sea," is considered full of the brine which counts. A powerful sea story presented to a public always favorably disposed to Marine backgrounds; and last but not least for No. 12 Gold Bond, the name of Mary Roberts Rinehart and "The City of Shadows." Sounds like "Whales for Bait," the kind of whales that can swallow any Jonah box-office; and deposit it upon the Banks of Prosperity.

Schulberg's Preferred Pictures Released Thru Canadian Vital

Ten New Preferred Scheduled Which Combine the Brilliancy of The Twenty-Four Now in Distribution.

FOLLOWING close upon the heels of Vital's big sensation "She" by Sir Rider Haggard, with Betty Blythe and Carlyle Blackwell, which opens at the Tivoli, Toronto, at an early date, comes the announcement of Ten Preferred pictures for distribution bearing all the marks of that combination which produces a good picture. "The Pastic Age" by Percy Marks and directed by Wesley Ruggles has already established for itself a place of importance. Clara Bow, Donald Keith, Mary Alden and Henry Walthall back up the All-Star statement of the producers. The picture is acclaimed a novelty. "With This Ring" by Fanny Heaslip Lea and directed by Fred C. Windermere has Lou Tellegen, Alyce Mills, Donald Keith and Forrest Stanley among its players.

"The Lawful Cheater" by Adele Buffington and "Girl Who Wouldn't Work" also boast of All-Star Casts.

"Girl Who Wouldn't Work" has Lionel Barrymore, Marguerite De La Motte, Henry Walthall, Lilyan Tashman to keep "The Girl" working for exhibitors' box-offices. The title and story are full of possibilities and the players full of ability. "Go Straight" is straight to the point and should not miss fire. The story is by Ewart Adamson and the direction under Frank O'Connor, the cast contains many names which the public has learned to depend upon for fine work. "My Lady's Lips" sounds inviting. It is directed by James P. Hogan, while John Goodrich is responsible for the story. Clara Bow, Frank Keenan, Alyce Mills, Ford Sterling, William Powell, make the lady's lips enticing enough to "lure them in." "Faint Perfume" by Zona Gale and directed by A. Gasnier gets a good start off in author and director, while the players are after our heart's desire.

"The Other Woman's Story" introduces Alice Calhoun, Robert Frazer, David Torrence and Helen Lee Worthing. It is directed by B. F. Stanley and written by Peggy Gaddis.

"Free To Love" by Adele Buffington and directed by Frank O'Connor discredit the belief that there is nothing in a name, both author and director are identified with success.

"Parisian Love" sounds Frenchy, that is "Smart," "Chic." The story by F. Oakley Crawford and the direction under the estimable A. Gasnier. Vital are new to Canada but such pictures as Mrs. Wallace Reid's "Red Kimona," made for the box-office, followed by "Lights of London," "She," and the new programme of Preferred presage for Vital a place in the Sun of Canada's Picture Industry.

Two Weeks' Run For "The Sea Beast"

Manager Leonard Bishop of the Regent Theatre, Ottawa, Ontario, starter Saturday, April 17, with a two weeks engagement of 'The Sea Beast,' starring John Barrymore, making the announcement from the start that the feature would play two weeks. Mr. Bishop does not believe in kidding the public that a picture has been "held over."

Exhibitor Branch Association Of Retail Merchants Oppose Music Copyright

The Moving Picture Theatre Managers Branch of the Retail Merchants Association of Canada held a meeting at Ottawa, Ontario, on April 15, to consider the L. J. Ladner Bill to amend the Canadian Copyright Act which is now before the Canadian House of Commons. This was the first move by the newly-organized Ottawa exhibitors body against the proposed copyright amendments whereby all theatre in Canada would be required to pay a heavy continuous royalty on all copyrighted music played in the theatres. The powerful Retail Merchants Association of Canada decided to co-operate with the Motion Picture Distributors and Exhibitors of Canada, the M. P. T. O., the Canadian Musical Association and the Canadian Association of Broadcasters in opposing the amendment. The latter will be considerably modified before it is passed, it is believed.

Before Buying Pictures Read The Digest Advertising Pages.

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F.B.O. Will Present Forty-Four Pictures Star Series

In addition to the Twelve Gold Bonds and Forty-Eight Championship Shorts, F. B. O. is presenting Forty-Four pictures of the Star Series. Six Evelyn Brents, another box-office guarantee. Six with Alberta Vaughn combining youth, comedy and romance. Eight with Tom Tyler and his pals and Eight with Bob Custer with their novelty Western thrillers. Six with George O'Hara and Four Specials featuring "Ranger," the Dog who has kept many a wolf away from an exhibitor's door.

The short subjects include Twelve two-reel "Bill Grim's Progress" made from H. C. Witwer's stories appearing in Collier's Magazine. The public like Witwer's breezy style and exhibitors have learned to like Witwer's shorts as presented by F. B. O., also Twelve two-reel "Wisecrackers" from this same prolific author with Grant Withers, Al Cook, Kit Guard and Gertrude Short. Twelve Red Ribbon knockouts and Twelve two-reel Whirlwind Comedies De Luxe with Charles Bowers. This star is proclaimed "the outstanding novelty discovery;' and the whirlwind specials are reported as Voyages of Delight, comedy ventures which will make even the most pronounced "Gump" turn the corners of his downcast mouth into a crescent of laughter.

Altogether F. B. O. are offering 56 Features and 48 Shorts. A line-up built upon the foundation of what the public want through past performances of giving them what they want.

Mr. P. C. Taylor, Canadian Manager, states, "It is with the greatest confidence I present our new product in Canada, those friends in business which we have made, will renew their booking arrangements with F. B. O.; and we will steadily add to these numbers for steadily our programme of pictures improves. This is not publicity or selling talk. Exhibitors are selling our pictures for us, for what we sell to exhibitors, backs up what we say about our product, and having made good our promises, our promises are worthy of attention. " Last year F. B. O. said "Watch F.B.O. Grow." Those of us who paused to "Stop, Look and Listen," became aware of the place F. B. O. has won for itself.

Steps to Help British Film Industry

It has been made clear in recent statements by the President of the Board of Trade (The Right Hon. Sir Philip Cunliffe-Lister, K.B.E., M.C., M.P.) that His Majesty's Government does not propose, for the time being, to impose a quota system in the United Kingdom under which a percenttage of British pictures would have to be shown in every programme. It may be accepted, however, that every avenue will be explored by the British Industry in an attempt to secure a "place in the sun" for British films, and the co-operation of the Government in any suitable scheme will be sought. It is even possible that reciprocal arrangements with some of the big American film interests may be entered into.

"The Bohemian Girl" Plus the Opera Makes a Hit

Something new in moving picture presentation was seen at the Imperial Theatre, Ottawa, Ontario, during the week of April 17 when the film feature "The Bohemian Girl" was shown alnog with an opera accompaniment by a company of five operatic soloists and a symphony orchestra. The arrangement was carried out under the personal direction of Basil Horsfall of Montreal, a former film distributor of that city. The combination of feature picture and personal artists in costume singing, the principal roles of the opera was called "Operafilm." Presentations were given twice daily, the solos being synchronized with the action on the screen. The manager of the Imperial Theatre is James T Moxley. "The Bohemian Girl" is a British production.

Four United Artists Films Solidly Throughout Canada

J. W. Berman, Canadian Sales Manager, for United Artists Corporation, has returned to Canada after a brief and hurried visit to New York. He announced before leaving that he had closed a deal with N. L. Nathanson, of the Famous-Players Canadian Corporation whereby three of the sixteen United Artists releases for the coming year, "The Black Pirate," "Stella Dellas," and "Sparrows," and "The Bat," have been booked in every key city in Canada, from Vancouver to Toronto and Quebec.

While in New York, Mr. Berman discussed with United Artists' sales executives expansion plans for that organization in the Dominion.

Brenkert Spot Lamps and Stage Effects

Universal Engine Generator Sets

Gundlach Lenses

General Theatre Supplies

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Canada's Leading Theatre Supply House

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Compiled Class C Reviews of "The Spotlight"—*continued*

CLASS C—"PLAY THESE IF YOU MUST"--Photoplays suitable for use as double features—or on off days.

CLASS C

"COBRA"

(Famous Players) Lest any one wonder how a picture featuring the adored Rudolph Valentino can be only given a Class C rating, we hasten to explain that this rating is given advisedly with the requirements of the great majority of theatres in mind. In big down town first run houses, this picture MAY be Box Office at the outset of its run, but once let mouth to mouth advertising get in its full work and it will quickly drop back to Class C where it rightfully belongs, for it is a poor picture, poorly directed and of absurd entertainment values even though it DOES feature one of the greatest Box Office personalities on the screen. The original stage play by Martin Brown was quite sensational in its interest dealing, as it did with an attractive young man who found it difficult to withstand woman's wiles, his college chum and fast friend and his friend's wife, and an "understanding" office secretary. The friend's wife seeks to lure the young man into a liaison, is repulsed and is burned to death in a hotel fire. This screen version alters many of the strongest points of the play with the result that it turns out to be just a "program" than which there can be nothing more deadly. Ritz-Carlton Pictures made the picture, but FAMOUS-PLAYERS releases it, and theirs must be the responsibility for permitting an unworthy picture featuring one of the screen's great personalities to be shown to a public which has so recently acclaimed "The Eagle." It is a grave injustice to a splendid actor.

Joseph Hendberry directed, but Von Stroheim, King Vidor, D. W. Griffith, C. B. DeMille and others need not fear for their laurels as a result. If any one but Valentino were featured in this it could be classified as one of the direst "flops" of recent years. The star himself displays little of his wonted magnetism in this, probably being overwhelmed by the awfulness of the production. Imagine him expressing emotion by standing with his BACK to the camera clasping and unclasping clenched fists! Imagine him contorting his face and shedding tears when he gives up the girl he loves to his friend! The final shot is of a steamer sailing down New York Bay—just prior to that the star is seen standing on the deck of this steamer sorrowfully strewing petals of a dead rose over the vessel's side. That's how "blah" the picture is. Casson Ferguson is his friend. His salary must be small, for we can conceive of no nother reason for his being used. He is not attractive in any way, being seemingly more the immature clerk type than the man of affairs he is supposed to be. Nita Naldi is his vamping wife, she appears more like a mother. She is so obvious and heavy in her methods that her wiles lack conviction, and she never once registers. Gertrude Olmstead is the "secretary" who is loved by both men. She is placid to the point of immobility. Her office duties seemed to consist chiefly of languidly arranging bouquets of expensive flowers in tall vases on her emploeyr's desk. We are not informed as to whether she PAID for the flowers or not. If she did, she received a healthy salary or else tampered with the petty cash.

We reiterate our first contention that this is going to be a sad experience for any theatre owner who runs it, unless his house is a downtown first run house, and even then business will drop off after the first day.

CLASS C

"CLOTHES MAKE THE PIRATE"

(First National) This is a badly strained effort to build a Komical Kostume Komedy about Errol's Kollapsible Knees. There are a few funny moments, as when the star after vainly trying to sheath his cutlass while drunk, disgustedly hurls it overboard; and his always funny "business" with the too short bed clothes. But these and a few others are simply cases in a desert of dullness. The story is supposed to be a burlesque on costume pirate plays but the BURLESQUE didn't come to a boil with the result that we have a costume romance of very slight entertainment value. The star as a screen comedian cannot measure up to his stage work, though he tries hard enough to be funny in this character of a timid tailor who reading of pirates finally dreams he himself is one. Dorothy Gish plays the part of his shrewish wife and does well enough, though she has comparatively little to do. In fact none of the supporting cast have much to do, even though it includes Nita Naldi as a 16th Century siren with a white wig, James Rennie as a sailor bold, Edna Murphy as his sweetheart, Tully Marshall and other capable troupers. Maurice Tourneur directed, and he has turned out another picture of low entertainment value which will probably be given a high exploitation value by its sponsors.

* * * *

CLASS C

"WANDERING FIRES"

(Arrow) This very much less than mediocre picture is a cheap imitation of the war dramas which seem to have a vogue at present. Stories with a war theme like "The Dark Angel" and "The Big Parade" are of course tremendous—in a dramatic as well as a spectacular sense. But cheap little love stories, bolstered up with scenes from the faithful old news reel, are pretty poor fodder. The story is familiar—oh, so familiar! Raymond (George Hackathorne) is engaged to Guorda (Constance Bennett). War is declared. The night before he sails for Europe, Guorda stays with him in his New York studio—he being a musician. She later meets Norman (Wallace McDonald) and falls in love with him. She tells him her story and they marry after Raymond is reported dead. Still later Raymond turns up with his mind a blank. By some miracle peculiar to cheap movies such as this he recovers his memory and is about to be punctured by the jealous hubby when it comes out that on that momentous night in his studio all they did was to sit up all night and—talk. Hackathorne is good, but unfortunately is wasted. Constance Bennett wears a couple of nice gowns, but gives a very indifferent performance, she seems bored to extinction throughout. Wallace McDonald acts all over the place, thinking that contortions indicate acting. Maurice Campbell directed it and Arrow produced it—the same Arrow that gave Red Grange a check dated Dec., 1975. Hackathorne's sincerity is all that saves this from the dear old Junk Pile.

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Motion Picture Theatre Owners of Canada

Ontario Division, Toronto

Championship

Charleston Contest

Massey Hall, Friday, May 14th

8.15 p.m., also

Ten Big Vaudeville Acts

For the purpose of creating
a Fund to secure the

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You can co-operate by attending the Massey Hall Event

Cup to the Charleston Winner who will be selected by the Audience.

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Reserve Seats Early, Massey Hall

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CANADIAN MOVING PICTURE DIGEST

Vol. 18, No. 2. TORONTO, CANADA May 15th, 1926

Tiffany Productions

Now Ready for Release

"Pleasures of the Rich"

Suggested by "The Wrong Coat" by Harold MacGrath

Adapted and supervised for the Screen by A. P. Younger.

Directed by Louis Gasnier.

The Cast—Helen Chadwick, Jack Mulhall, Mary Carr, Hedda Hopper, Marcin Asher, Julanne Johnston, Lillian Langdon, Dorothea Wolbert.

"Out of the Storm"

Suggested by the story "The Travis Coup" by Arthur Stringer.

Directed by Louis Gasnier.

The Cast—Jacqueline Logan, Edmund Burns, Eddie Phillips, Montague Love, Tyrone Power, Crauford Kent, Frona Hall, Leon Holmes, Jay Hunt, Joseph Girard and J. McElhern.

"Morganson's Finish"

Suggested from the story of the same name, by Jack London. Directed by Fred Windermere.

The Cast—Anita Stewart, Johnnie Walker, Mahlon Hamilton, Victor Potel, Crauford Kent and Rose Tapley

Ready Soon: **"The Lodge in the Wilderness"**

By Sir Gilbert Parker

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WINNIPEG

PUBLISHED BY

CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

259 SPADINA AVENUE, TORONTO

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For 1926-1927

Twenty Tiffany Gems

The TWENTY Gems

That Model from Paris
Flaming Timber
Fools of Fashion
The Tempest
One Hour of Love
Wives
Sin Cargo
Squads Right
The Steeplechase
The Tiger
Lightning
The Song of Steel
The Enchanted Island
Husband Hunters
Snowbound
The Life of a Woman
Raging Seas
Top of the World
The Squared Ring
Tale of a Vanishing People

Some of the Greatest Literary and Dramatic minds will contribute the material for the Twenty Tiffany Gems. Authors such as these and others to choose from make Tiffany what it is.

Mary Roberts Rinehart
Jack London
Rupert Hughes
Peter B. Kyne
Jack Boyle
John Galsworthy
Kathleen Norris
David Graham Phillips
E. Phillips Oppenheim
Robert W. Chambers
Edna Ferber
Sir Gilbert Parker
Laurence Stallings
Thomas Hardy
Charles G. Norris
Rex Beach
Gouverneur Morris
Zane Grey
Arthur Stringer
Johnston McCulley
George Randolph Chester
Harold MacGrath
A. P. Younger
Michael Arlen
Blasco Ibanez
Fanny Hurst
Irvin S. Cobb
James Oliver Curwood
Will Irwin
Joseph Conrad
Nina Wilcox Putnam
William Allan White
Emerson Hough

Tiffany and its Affiliated Companies have presented on the screen as great a galaxy of screen star talent as any company in the industry. This is conclusively proven by this group of artists who appeared in our pictures. Some of these and others will continue to appear in Tiffany Productions as they may fit the various roles.

Mae Murray
Rod LaRoque
Eugene O'Brien
Kenneth Harlan
William Collier, Jr.
Bert Lytell
Mae Busch
Lionel Barrymore
Madge Bellamy
Virginia Valli
James Kirkwood
Johnnie Walker
Anita Stewart
Agnes Ayres
Helen Chadwick
Theo Von Eltz
Elaine Hammerstein
Alec B. Francis
Alyce Mills
Claire Windsor
Edmund Burns
Jack Mulhall
Conway Tearle
John Miljan
Hedda Hopper
Taylor Holmes
Mildred Harris
George Fawcett
Montague Love
Tyrone Power
Mary Carr
Elliott Dexter
Lou Tellegen
Dorothy Phillips
Claire Adams
Walter Long
Mahlon Hamilton

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The Canadian Moving Picture Digest

General Manager and Editor-in-Chief

RAY LEWIS

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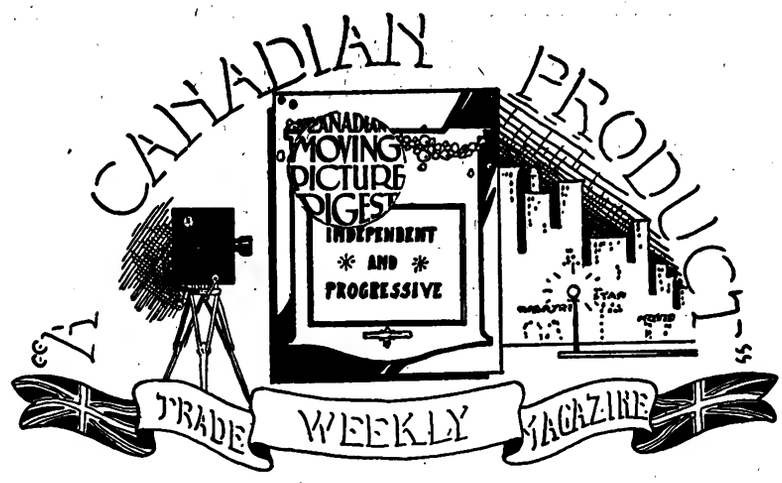

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"Competition"

ON another page of The Digest we publish an exposition upon conditions in our Industry from Mr. M. H. Hoffman, Vice-President and General Manager of Tiffany Productions which will be released in Canada through Canadian Vital Exchanges Limited.

Mr. Hoffman has always been looked upon as a staunch Independent, a practical showman. We are happy to offer our pages for a message from him, and since it has been said that "It is a difference of opinion which makes horse-races," it is not necessary that we, editorially agree with Mr. Hoffman's view-point.

That an "ounce of prevention is worth a pound of cure," appears to have some soundness in its philosophy. Some people become agitated before an event, others after an event still others refuse to be agitated because they have the disposition which "never worries," or the disposition which is philosophical enough to read the handwriting upon the wall; and having read, view the trend of events calmly. Some people have a sensitiveness which makes them cry out when they prick their finger; and other people never murmur even when they have been decapitated.

All expressions of emotion are good providing sincerity is behind the expression; and the passiveness, or hysteria is not an example of poor, or good acting, when the hysteria analyzed is in the nature of a sane warning, or prophecy and simply not the result of a complex in an individual which makes that person merely "a calamity howler." Mr. Hoffman stresses the point that the "big men" in our business have vision enough to appreciate the value of competition. The instinct of business is not to promote competition. Men take to it as they take to castor oil, grudgingly, although the result of the taking is good. Watch any growing boy and you will observe he desires to be the leader of his gang. This leadership idea grows up with the growing boy and manifests itself in the adult in a modified, or accentuated degree according to the growing ambition of the individual. Any enterprise which is operated for profit is out to get the business away from its competitor, if it can be done, some work very much "within the law" and others engage expert counsel to keep them out of jail.

Being in business is not a philanthropy, or as easy as playing marbles. The fact that "competition is the life of trade," does not impress from the angle that competitors should permit each other to remain in business. No man may under this delusion enjoy the privilege which he enjoys in church, he cannot receive the benefits of his business going to sleep, whereas the very fact that a man sleeps over a sermon, is forgiven since the impulse which sent him to church was good and "all of God's chillun" may have wings, even though they cannot preach wide-awake sermons. However, back to the competition idea as it effects our Industry and other Industries. The instinct of business is to get all the business you can and as Mr. Hoffman rightfully states the test of getting remains with the "survival of the fittest." The fittest does not necessarily imply that they have all the brains, stamina, the qualifications which make for success, being "the fittest" may mean that you have worked for your business; and that you had enough common sense and ambition to march with Time.

Some might contend that many "fit" individuals and enterprises become the victim of external circumstances over which they have no control, and this is not indicative of a condition which defines them as not being "fit to survive." An analysis of this condition would lead us upon divers pathways. We might contend that each of us is limited only according to our own limitations; and the person whose limit is the sky, or being more conservative a skyscraper, that person looks over his ground as a General does over the land to be retained or conquered. Strategical positions are secured.

Life is not a philanthropic institution. The principle of living is commercial rather than pastoral, the idealists keep our vision from becoming befuddled to such an extent that man becomes a soulless machine. Someone has to be hurt in the game of Life it appears, why? Only God Knows, but even having discovered this catastrophe, it is not necessary for us to take it upon ourselves to be the one to commit an injury. Let Life take care of its own "dirty work;" and we interest ourselves in eliminating as much of the hurt as possible, in healing the ravages of destruction.

When individuals or enterprises function without what we consider Fair Play tactics, when a business, or individual is too small to grow big in a big way, then that individual and enterprise should be educated into what constitutes square dealing in business. No business can remain successful without building up a "good will" bank account. The name of Rockerfeller, despite his huge philanthropies will always arouse criticism as to the methods by which he built up his wealth. If men deem "success" as defined by holdings," with these it is impossible to argue. But if success in Life means holdings and honour, good will, then the Rockerfeller way was not the honourable way. Many might say the result of the Rockerfeller way is good enough for them. No one but Rockerfeller knows whether his "game was worth the candle;" and it is only a very simple person who cannot see where our Industry is steering; never mind the "big fellows" for a consideration of the situation. As some of the "smaller ones" are pawn for these to take a Queen, a King in their game of Chess, so the bankers will play when their time comes; and make pawns of them in turn.

—RAY LEWIS.

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Film Booking Offices has Fifty-Four Feature Productions for Coming Season

In Addition Will Release One Hundred Short Subjects — Anticipates Biggest Year Ever.

FILM BOOKING OFFICES, for the first time in its history, has made a complete and comprehensive statement covering both policy and product for the coming season of 1926-7. Its announcement not only gives specific information regarding its twelve Gold Bond productions and the list of various star series, but even includes the titles of practically all its productions for the coming season. It lists fifty-four feature productions, including the Gold Bonds and an even hundred short subjects.

Immediately after the annual Sales Convention in Los Angeles, Joseph P. Kennedy, the new owner of F. B. O., in speaking of the outlook for the coming year and the production its organization would offer, said that he had the natural hesitancy of a new-comer into any Industry of expressing an opinion which might be construed by the men who made the Industry successful as a statement which must be superficial on its face.

"I can say this, however, with assurance," said Mr. Kennedy, "that Film Booking Offices prides itself on its reputation which it has achieved amongst the exhibitors of this country, and it is going to be our policy to continue to regulate the affairs of this corporation so that it will continue to merit the good will of the exhibitors of the country.

"We realize that F. B. O. must furnish entertainment for its customers at a price with which the exhibitor can make a profit. F. B. O. has done this in the past and it will continue to do this in the future.

"In addition to the foregoing we are developing our production operations to enable us to offer vastly superior product to anything F. B. O. has offered the exhibitors heretofore, as a perusal of our schedule for the coming season will show."

Twelve Gold Bond Specials head the list of productions for release during the coming year. Names like Mary Roberts Rinehart, Peter B. Kyne, Gene Stratton-Porter, Kathleen Norris, Arthur Guy Empey, Edgar Rice Burroughs, Stewart Edward White, John Moroso, H. C. Witwer and others that are names to conjure with, stand out boldly."

M.P.T.O.A. Made Success Charleston Contest Massey Hall, Toronto

THE Toronto Championship Charleston Contest which took place at Massey Music Hall, Toronto, under the auspices of the Ontario Division of the M. P. T. O. A., Friday, May 14, together with a ten act vaudeville bill made a hit at the above mentioned hall. All the acts went over big, the dancers creating a veritable riot.

The event was presented by the Ontario Division of the M. P. T. O. A. in order to form the nucleus of a fund to present Toronto and the Province of Ontario to the delegates in Convention at Los Angeles, June 1-5th, in order that Toronto may prove a strong competitor for the M. P. T. O. A. Convention, 1927.

The theatre, which seats three thousand, was comfortably filled; and the presentation proved a success in every way, acquainting the public with the existence of a M. P. T. O. A. organization; its purposes and emphasizing to the exhibitor members their capabilities by way of handling big events. The newspapers were generous with their space. The Toronto Convention and Tourist Association co-operated and utilized the radio to broadcast announcements. Among the acts presented were the following: *Palais Society Orchestra*, Toronto's Favorite Musical Jazzmaniac's; Arthur Yule and Chas. Jeeves present their *Metropolitan Minstrels* in Minstrelsy Up-to-Date; *Dr. Mystic Spencer*, the eminent English psychologist in 'A Night in India;" Miss Reta Levine, Toronto's own Playright presents The Comedy of the Hour, *'Stenographer Wanted;" Hurst and Lavar*, Millinery a-la-carte; *Gaffney Girls* in a little of this and that; *Williams and Culver*, Much Ado About Nothing; *LaRue and Gresham*, On the East Side; *Marie Whitney*, The Girl with the Educated Feet; *Blume and the Russell Sisters; The Charleston Championship Contest;* Personal Appearance of the girl who will bring *Hollywood to Toronto*. Each going over in great style. Because of the length of the programme two acts were cut. The handsome cup presented by the M. P. T. O. A. to the winner, was won by Clarice Hayes and Douglas Mullins who certainly know how "to shake a wicked leg or two." The competition was close and keen; and it was difficult to award the prize, but the audience finally rose to the occasion and rooted a little stronger for the selected winners.

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Our Business Is Still Good

By H. H. HOFFMAN

Vice-President and General Manager

TIFFANY PRODUCTIONS

THERE are three kinds of people—the calamity howlers, castles-in-the-air people and others with their feet on the ground.

My opinion is that this Industry of ours is no different than any other. It has its changes and conditions that require many adjustments, but when it is all boiled down, it is not much different to any other business. It resolves itself into a "survival of the fittest."

There has been a great deal said about this business becoming Trust controlled. The cry of "wolf" has been on every tongue, but the level-headed men in the business always felt and everybody should know that the only way this business, which is a public commodity, could be controlled would be if camera and raw stock became a patented monopoly. That being out of the question and not even a remote possibility, I maintain that there are always men in this progressive country of ours who are willing to gamble a salary, which is all they would get for their brains and efforts in the employ of a company and their bank roll as well, taking the chance of producing something that the public wants, regardless of the trade mark that happens to appear on any particular production. Providing a picture is good entertainment he does not care and neither does the public who produced it, or who is the distributor of it.

Another point the "calamity howlers" seem to forget is that competition is the life of trade. The big men in the Industry are big because they had ability and vision; and therefore they surely realize this elementary principal of business, they would not eliminate competition even though their motives might not be philanthropical or generous.

Assuming even that it was due to greed for gain and nothing else, they know that to maintain standards in production, efficiency in distribution, ingenuity in presentation and all the other necessary elements for the successful progress of a business, competition must be maintained to a degree. They must realize that the shortest route to the stagnation of their business would mean the elimination of competition.

I look upon the tightening-up outlet and of returns to the small producer or distributor as a boom to the business. It compels efficiency, ingenuity, specialization, care and caution. It hampers and gradually eliminates the fly-by-night, the insincere and the incompetent and makes the survivors exert themselves to the nth degree.

The greatest danger in the opinion of those even less radical has been the fact that the big companies have constituted themselves manufacturers, jobbers, and retailers all in one, and this has been looked upon as a gradual shut-out of the smaller man or company, gradual monopolization. To me even this serious condition will find its solution through adjustment, although I may be accused of blind optimism; and I find a solution in history which generally repeats itself and in the peculiarity of our business.

First: Where is there a business that the retailer will continue patronizing his manufacturer and jobber who goes into competition with him? It is true that the retailer in our business has been doing it only because he did not realize what was happening. Everybody knows that exhibitors throughout the country have been getting together to fight or offset this condition although up to date there may have been more talk than action. You can just bet that there will be action when they begin to see red figures on the right side of the ledger instead of reduction in the black figures.

A man certainly has to be insane to continue supplying somebody with the weapons with which to maim or kill him, and to be more specific why should an exhibitor give me money with which to open up an opposition house to his and enable me to put him out of business? Wouldn't he rather deal with a man or firm who does not compete with him, providing of course that he can get the product he needs to continue business with.

And this matter of quality product is something which the small producer did not realize until recently, exactly as the exhibitor did not realize that he was supporting his present, or future competitor. Now gradually the exhibitor realizes his position and is willing to support the producer who has quality product and the producer on the other hand knows thru sad experience that the exhibitor regardless of how anxious he is not to support his competitor, cannot and will not support the producer who does not fill his needs or wants with quality product.

There is another angle in regard to control of outlet. Whether it be against the smaller producer or smaller exhibitor —and mind you, I am not accusing anyone of unfair competition, nor do I say that it exists, but should it exist and continue, we have a government and a good one at that, which says, not quoting the law but the essence, "Do not stifle progress, therefore do not prevent competition—live and let live."

One more point with regard to control of theatres: Just the same as production of pictures cannot be stopped unless the camera crank, or the raw stock is monopolized, just so cannot the building of theatres be stopped as long as the public will patronize pictures, and builders can see a return on their investments. This has been evident the past year more than ever. Keen competition in production brought out better pictures, better pictures created better patronage for the theatres; greater patronage and absorption of a number of theatres under the control of two or three companies brought out greater investment and enterprise in new theatres, and what is even more beneficial to the Industry is the fact that individual efforts in showmanship and presentation had to be made in order to survive, and we have a greater army of real showmen and more developing than we have ever had before. The small exhibitor had to become a specialist, the same as the small producer, with the result that they became experts and are in a better position to compete.

It must always be remembered that "necessity is the mother of invention." and the man who is put to the task "to live or die" will use greater efforts to survive than the salaried employee or the firm with which it is only a question of bigger or smaller dividends.

No man or group will ever control the thousands of theatres nor will they control brains and enterprise to make pictures, and no man or group can ever dictate to the public where it wants to go and what it wants to see.

An entertainment being almost as essential as food itself, there will always be a market for those who know how to offer entertainment. No Trust has ever been created that hasn't brought about other Trusts and Combinations, and when these are formed other developments take place, there is competition, —progress—growth and as it should be.

The smaller men in this business have learned that this is no different as far as business principles go, from any other business. That there are no 1,000 per cent profits—that it requires as much technical knowledge to produce, distribute or operate theatres, as any other undertaking—that the conditions which always exist at the beginning of a new Industry where some people succeed, in spite of themselves, are no more—that honest effort and honest investment will bring honest returns, and those that cannot operate that way must be left by the wayside and must make room for those who can.

There has always been the cry of too much product, and a just cry at that. Yes, and what's more, too much product but not enough of the right kind. This is a matter that need not be controlled by any individual or association—it will take care of itself. There will be less product if for no other reason than the fact that investors will not continue investing and facing losses, and for even better reason, that the producer who makes too much product cannot give it sufficient thought and effort to make it good.

The distributor with too much product becomes an order-taker instead of a salesman and an exploiteer, and the exhibitor who uses too much product — changes too often — does not give the meritorious product the right kind of exploitation and presentation and as a result hurts himself, the producer, and the public as well.

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Compiled Class C Reviews of "The Spotlight"—*continued*

CLASS C—"PLAY THESE IF YOU MUST"—Photoplays suitable for use as double features—or on off days.

CLASS C

"THE SPLENDID CRIME"

(Famous Players) Here is a picture of wasted potentialities. Had Willian DeMille been a trifle less CAREFUL in his direction and had permitted the saving grace of humor to enter in this crook story MIGHT have been interesting. As it is, it is merely another machine-made Famous Players picture, beautifully photographed and well mounted, but—without LIFE. Bebe Daniels is featured, and at times seems about to emerge from the sea of mediocrity into which she has been plunged; but the director will not have it so. He makes her a hard boiled young crook who not only reforms as the result of a curtain lecture she receives from a man she is about to rob, but who later on is so noble that by a "splendid crime" she saves him from an ignoble crime. 'Tis no part for the alluring Bebe, though she strives mightily with it. Neil Hamilton, who plays the hero, is stiff as starch and too noble for words. Antony Jowitt also takes himself most seriously. Anne Cornwall and Fred Walton have bits; and there is a small boy occasionally for no good reason at all. As we have had reason to say so many times before, this is not actually a bad picture, but it certainly is not a good nor an interesting one, and like most William DeMille directed pictures is an excellent cure for insomnia.

* * * *

CLASS C

"WHY WOMEN LOVE"

(First National) If this title is intended as a riddle "we give it up," but if on the other hand it is intended as an explanation of the romantic tendencies of the fair sex the mystery still remains. The picture is based on a stage play, "The Sea Woman," and, we assume, has undergone the usual metamorphsis contingent upon the adaptation of a stage play for the screen. It is a sea story, a melodrama with fires, shootings, explosions and moral lapses to keep it moving in the standard track. It concerns the daughter of a sea captain who, after a wreck, takes her place in a lighthouse keeper's home and after his death promises to keep his daughter straight. This picture teaches us that lighthouse keepers' daughters apparently have opportunities for stepping out and being wayward, who'd a thunk it? Blanche Sweet is the heroine and works at high emotional pressure throughout. failing to entirely convince. Dorothy Sebastian is the wayward miss and overacts all over the place. Robert Frazer is presumably the hero, but he doesn't work at it much. Edward Earle and Alan Roscoe are also implicated.

* * *

CLASS C

"JOANNA"

(First National) It is an ungrateful task to give a low rating to any picture in which Dorothy Mackaill appears, for this young actress is not only charming but is extremely natural and possesses a vivid sense of humor. But this picturization of a newspaper serial by Edwin Carewe is pretty poor stuff. It purports to tell the story of a poor but honest working girl—cloak model in this instance—who is given a *million dollars* by two feeble-minded old men, who have bet that a girl who has e spent a million as she pleased would "sell herself" to the highest bidder. There are scenes of midnight swimming parties, and hilarious gatherings with every one lolling about on cushions. Dorothy is loved by Jack Mulhall, a poor but honest guy whose idea of a good time is a plate of beans and bologna. After Dorothy has spent all, and has been pursued by a middle-age roue, she finally turns back to old Beans and Bologna, who has miraculously become wealthy. Dorothy Mackaill, as we have said, is splendid. Jack Mulhall is his usual self-satisfied self. George Fawcett grimaces and elevates his educated eyebrows, and Paul Nicholsno does his usual polished roue stuff. Dolores del Rio, a new-comer, is ornamental but overacts in the well-known ten-twent-thirt-fashion. This one is out.

* * * *

CLASS C

"WE MODERNS"

(First National). December semes to be a poor month for stars this year. Valentino was bitten by "Cobra," and now Colleen Moore comes a cropper in "We Moderns," her latest flapper effusion, which is a mixture of the worst elements of Sennett slapstick and serial stunts. This climax is too ridiculous to be even funny. Colleen climbs out of her room in which her disgusted parents have locked her, and joins a bunch of her "modern" pals in a wild aeroplane joy ride. The plane is wrecked and so is Colleen's ideal regarding the villain who has been pursuing her. So she rushes home from the wreck hardly mussed up—cured. Colleen almost loses control of her features with her constant grimacing, she makes big eyes like a hoot owl, and hops around like a flea on a hot griddle. Jack Mulhall is a cut and dried hero—no pep. Carl Miller, the villain, is leader of the "Modern" cult. He fails to register. Claude Gillingwater and Clarissa Selwyn as Colleen's parents, are slightly simple minded.

There are some Cooks' tours views of London with explanatory notes (these were taken on Colleen's "vacation" abroad—thrifty little soul!), but not a darn thing in entire picture but what makes you want to kick yourself for having sat through it. This is sad entertainment if one has the hardihood to call it ENTERTAINMENT.

* * * *

CLASS C

"TUMBLE WEEDS"

(United Artists) A second-rate Western. If Big Boy Williams or Buffalo Bill, Jr., was the featured player in this, a reviewer would dismiss it by saying it contained some exciting riding, a good stampede scene, and the usual story of a noble he-man of the West. But since the picture is released on the United Artists program along with the elite of screen artists (at the accompanying rate which a theatre owner pays for this company's product) it cannot be so lightly passed over. It brings a worried looking, rapidly aging man back to the scenes of his early triumphs—the great open spaces. It would be unfair to the Bill Hart that once was to say that he retains in full the virile appeal that was once his. He is unmistakably and just as unmistakably feels his years and is making this return to the screen for business reasons only. Certain it is that no ordinary Western, such as this is, is entitled to a place on the same program as "Don Q" and "The Eagle"—not to mention "Little Annie Rooney" and "The Gold Rush." This is decidedly not an offering of United Artists calibre.

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LOS ANGELES

JUNE 1st - - 5th

AMBASSADOR HOTEL

Headquarters

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Compiled Class B Reviews of "The Spotlight"

CLASS B—"GET BEHIND THESE"—Photoplays of real merit, but which require more or less bally-hoo in the way of exploitation to gain the deserved box office results.

CLASS B

"SKINNER'S DRESS SUIT"

(Universal) Reginald Denny has done it again! This is a clean and plausible comedy which ranks with the best work he has ever done. It is the unroariously funny story of a suburban couple, who spend more money than they earn, the consequences of this extravagance are laughable in the extreme. "Honey" is adored by his feather brained wife who thinks him a financial giant. She makes him ask for a raise in salary which he does not get. He does not dare disappoint her so tells her that he did get the raise, then the fun begins. They start being somebodies in their little social swim, and have to dress up to it. "Honey" Skinner has to buy a dress suit, and that is only the beginning of the end. Denny as poor, embarrassed "Honey" is as droll as can be imagined, and while you are laughing at him you are also sympathizing with him in his various predicaments. Laura La Plante as the fluffy little spendthrift of a wife could not be excelled in the part; she is a comedienne of the very highest order in this portrayal of the harmlessly vain little suburban social climber. Ben Hendricks, Hedda Hopper, Lucille Ward, E. J. Ratcliffe and Lionel Brahain round out an exceptionally well balanced cast. William A. Seiter, the director, has a sterling bit of work to his credit. Just announce the title and Denny's name and you can't go wrong.

* * * *

CLASS B

"THE COUNT OF LUXEMBOURG"

(Chadwick) This screen adaptation of Franz Lehar's famous opera is one of the best romantic offerings ever presented by an individual Independent company. This is due chiefly to the deft, directorial touches of Artur Gregor, a young Hungarian—a newcomer, who has imparted an unmistakable Continental atmosphere to this story of an impoverished Count who marries a stage beauty (without either seeing the other, a screen being between them at the ceremony), thus loaning his name so that after she divorces him, as per arrangement, she being a Countess may then marry a wealthy old Grand Duke—her patron. The Count and his unknown Countess meet later and fall deeply in love. What is the result? Why she marires the Count of course for keeps this time, and lets the Grand Duke look elsewhere for a cutie for his declining years.

George Walsh is featured with Helen Lee Worthing, and he has never appeared to such advantage. His manner and appearance are both changed, thanks to a moustache and the magic of this new director. He is manly and sympathetic and—romantic. Helen Lee Worthing is a delight to the eye, and is sophisticated to her dainty finger tips as the stage beauty who becomes a Countess. James Morrison is appealing as a young artist, while his sweetheart, Lola Todd, is as chic as if Parisian born. Michael Dark gives a splendid character study as the lecherous old Grand Duke. The entire cast is satisfactory, thanks to their handling by the director, and the ntire production is most worth while.

This can safely be played up to as a companion to e Merry Widow," both being Franz Lehar stories, it will not disappoint. It will be well to keep an n both Artur Gregor and Helen Lee Worthing; ill bear watching.

CLASS B

"HIS SECRETARY"

(Metro-Godwyn). A good light comedy of business (?) life—very light. The story is relieved from utter absurdity by the really splendid acting of Norma Shearer and the scarcely appreciated Lew Cody, aided in a lesser degree by others. Hobart Henley directed, and is to be commended for maintaining almost constant entertainment throughout. The story is lively and in this wise. Two tired business men, lawyers apparently, one single and hopeful, the other married and worried, have in their office a typically plain "stenog" who adores the single partner—dumbly and in secret. One day she overhears him say that he would not kiss a face like her's for a thousand dollars. Hurt and indignant she changes her face—at a beauty parlor, and emerges a ravishing beauty. Both partners vie for her favor with lively and humorous action. Norma Shearer, who is deservedly featured, does admirable character work as the prim little old-maid "stenog"; and her makeup in this character is extraordinary—ill-fitting, tailor-made suit, boyish suit and cotton stockings with long undies. After the beauty parlor treatment she is her own lovely self. Lew Cody, as the heart free partner, does really exceptional work. His ability as a farceur becomes more apparent with each picture. Willard Louis is funny as the henpecked married partner who loves the ladies, but who is always getting caught at it. Gwen Lee, in a small part, that of a secretary who is not a very fast worker with a pencil but a speed merchant otherwise, is perfect. Karl Dane, Marble Van Buren and Ernest Gillen are also worthy contributors to the general fun. This is an extremely good light comedy despite its ridiculous plot.

* * * *

CLASS B

"THE GOLDEN STRAIN"

(Fox) A Peter B. Kyne story of extraordinary pictorial beauty. The shots of the mountains and some woodland scenes done in sepia are among the most lovely pictures reflected on the screen of late. Victor Schertzinger is responsible for the direction and his work has been admirably done. The story converns a West Pointer who goes to a cavalry post after graduation in the days of Indian fighting. He loses his nerve in an Indian uprising and is branded as a coward. His latent manhood is awakened by his foster brother, however, and in the crucial test he proves himself more of a hero than a coward. Madge Bellamy is charming in her gowns of 1880 styles, and Hobart Bosworth is particularly fine as the father. Ann Pennington does well enough as the brother's sweetheart and of course dances as only elfin Ann can. Kenneth Harlan plays the hero, and gives a careful character study of the young officer whose latent bravery has to be literally fought to the surface. The Indian fights are realistically thrilling, and there is some good comedy supplied by some negro cavalrymen. This is a first rate action picture, and its exploitation angles may be recognized immediately. A popular author and a capable cast may be confidently announced to your public.

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CANADA'S MOTION PICTURE TRADE PAPER

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General Manager and Editor-in-Chief
RAY LEWIS

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"It Is a Good Thing Cows Don't Fly"

THE FILM MERCURY of May 7th appears to be annoyed that The Spotlight commented editorially upon its "hysteria" of April 2nd, which was headed "My advice to the Independent Exhibitor is—Sell Your Theatre." This editorial was marked and sent on to one of our leading Independent exhibitors in Toronto, Canada; and over it was written, "Do It Now, Soon It Will Be Too Late," in the handwriting of the "gentleman from Rochester." The Spotlight is accustomed, as our readers have observed, to the use of intelligible language, however, we "stoop to conquer;" and talk to Mercury in a language which they understand.

Previous to the "selling out advice of Mercury," we were not aware of the existence of such a sheet which accuses us of having borrowed from its enlightening pages? All that we have ever said about Adolph Zukor and Sam Katz and the Trust Interests, Mercury claims it said before we did. Well, well. Who would have thought it. Without desiring to take from Mercury the credit which it claims, we feel that we owe it to ourselves to repeat that until April 2nd, we never heard of the paper.

The Bible advises, "Cast not your pearls before swine, lest they turn and rend ye." It is difficult in life to keep one's pearls away from the 'poking snout of swine's,' and it is evident that this accident has befallen "The Spotlight." Talking about pigs, we note that the Mercurial Editor speaks of your editor as a "cackling hen," a "cow's tail" and still finding "The Spotlight's" "Pearls of Thought" hard to digest, raves about the "braying of a jackass at the moon." Elegant figures of speech, but quite understandable when one considers the limited command of the English language which the editor of that sheet possesses.

We might reply by using a similar classic in our language, namely the much exploited, "Tie your bull outside." We might even inform the editor of Mercury in reply to the barnyard nomenclature which he bestowed upon us that "So's your old man," but being of a generous nature, with an impulse to educate, rather than call names, we hasten to inform this emotional editor that Shakespeare mentions "The baying of a dog at the moon," the connection between the moon and a Jackass has not yet been established, however, there is now established a link between a "Jackass" and a "Spotlight," which Mercury's editor may quote upon occasion. We can readily understand just how this illuminating sheet would misquote, having misquoted from our editorial that we said this little rambler had been bought out by Adolph Zukor, Sam Katz and the Big Trust Interests.

The great psychoanalyist, Freud, speaks of certain dreams as "unfulfilled desires," in his "Interpretation of Dreams," a little over your head, Mercury, but try and absorb what we are endeavoring to explain as simply as possible to you. Your statement about being "bought out" would be explained as a Freudian complex. Understand? No, we thought not. Well we will try again. Your cry of being "bought out by Zukor, Katz, etc., which you state we said about you, is, when analyzed, a dream of yours expressing an unfulfilled desire."

I have accused Zukor, Katz, the Big Interests of many things, but never of being "absolutely foolish." When they, meaning Trust Interests, buy out, they buy "Power," now why on earth should they desire to buy out the Film Mercury? The fact that you have named yourself after a Greek God may indicate an ambition, but I have met little pickanninnies called Jefferson—Abraham Lincoln—George Washington. Anyone can give themselves a name, or call names for that matter of fact.

We thank Mercury for the one ray of light amid all its darkness, the acknowledgment of our radical Independence; and if we were not so busy getting ready to attend the M. P. T. O. A. Los Angeles Convention we might be inclined to help Mercury advertize itself by engaging in a "duel of words," as it is we are too generous to pick upon a little fellow. Mercury states, "We are as free as a bird on the wing" and to emphasize its birdlike qualities adds, "Peep. Peep." We have discovered in life that all birds are not caged, some, "on the wing as Mercury," have a habit of tainting the atmosphere with their deposits, we, therefore, flick off the dirt which Mercury deposited; and in Mark Twain's philosophical spirit reply, "It is a good thing cows don't fly."

—RAY LEWIS.

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F.B.O. Announce Completion Three Gold Bond Pictures

"Bigger Than Barnum's" Directed by Ralph Ince—"Her Honor The Governor" with Pauline Frederick and Gene Stratton-Porter's "Laddie."

WITH three big special productions already finished, or virtually finished, awaiting release date, the F. B. O. Studio at Hollywood is on the second quarterly quota of twelve Gold Bond Productions, according to the announcement of Edwin C. King, vice-president in charge of production at the lot. "Bigger Than Barnum's." the circus story directed by Ralph Ince, and "Her Honor the Governor," the smashing drama of a woman who is chief executive of a State, which Chet Withey directed, are entirely completed. J. Leo Meehan has but a few more days shooting on "Laddie," the famous Gene Stratton-Porter novel which he is transposing to the screen.

"Kosher Kitty Kelly" will be the next picture to start, and a sterling cast, which includes Viola Dana, Vera Gordon, Nat Carr, Aggie Herring, Tom Foreman and Stanley Taylor already has been engaged. Minor parts for the production of this big New York stage success will be filled within a week and a director assigned. Work is to begin almost immediately.

"Breed of the Sea," the Peter B. Kyne story, and "Rose of the Tenements," the photodramatization of John Moroso's novel, "The Stumbling Herd" are scheduled to get under way in the near future. Casts and directors will be announced shortly. Following these two, "Hello Bill," the big Elks picture by Milton D. Gardner and John W. Grey will move up to the starting line to open the third quarter with a bang.

Crisis In Motion Picture Industry To Be Ironed Out

Contract Still Remains Thorn in the Flesh of Exhibitors

APPROXIMATELY 1,000 of the largest theatre owners in the United States and Canada are leaving from New York, Chicago and other central points to represent 15,000 independent exhibitors at the Seventh Annual Convention of the Motion Picture Theatre Owners of America will be held in Los Angeles. The Convention, which opens on June 1st in the Ambassador Hotel will witness a crisis in the motion picture industry, according to Joseph M. Seider, Business Manager of the organization containing 85% of America's film theatre owners at National Headquarters, 745 Seventh Avenue.

Mr. Seider, as chairman of the Exhibitor's Committee on Contract and Arbitration announces that he will report to the conventionees that as a result of the Conference on the contract held on May 17th in the office of Will H. Hays, President of the Motion Picture Producers and Distributors of America, Inc., the film industry now has no definite contractual formula. Mr. Seider, in this connection also states that he will advise the exhibitors of the country, through their official delegates in Los Angeles, to patronize those producers who are inclined to be most fair in the sale of film. This condition, Mr. Seider States, is brought about by members of the Hays organization failing to cooperate with General Hays. The meeting on May 17, Mr. Seider states, also dissolved, so far as exhibitors are concerned, a commission to iron out contract matters in the film industry.

Another problem to be adjudicated is the subject of overseating, according to Mr. Seider. Exhibitors' delegates of the East who are leaving for Los Angeles on a special train from the Grand Central on Sunday, May 23rd and the delegates embarking on the same trip on the special trains from Chicago and other points will have in their possession for presentation at Los Angeles a mass of evidence showing what Seider describes as "positive proof that the film industry is becoming infested with screen leeches whose blackmail tactics are bleeding independent theatre owners."

Under the program now arranged for presentation at the Exhibitor Convention, the Business Manager also discloses a resolution which will provide that all America's picture fans will be posted on fraudulent movements to gain their money through fake investments. This condition, Mr. Seider says, will be brought about through National Headquarters informing the press of the country of every move which will make known an intensive investigation to exterminate "Get-Rich-Quick-Wallingfords."

The exhibitor program at Los Angeles also calls for the establishing of a Contact Bureau for independent theatre owners throughout America. Under plans which will be presented in this respect contact headquarters or branches of National Headquarters will be established in six key centers in the United States among which the following cities, in addition to New York, have been selected: Seattle, Chicago, New Orleans, Miami, Kansas City and Austin.

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"Movies in Malaya"

In the Malay Peninsula Motion Pictures Popular—"Rat-Ridden Barn" has no Terrors for Movie Fans.

By GEORGE CECIL

This interesting article concerning Motion Pictures in Malay reveals the world-reaching hold which Motion Pictures has upon the people. — Mr. George Cecil is a member of the Author's Club, London, England; and we feel, in presenting this intimate close-up of picture competition in the Malay Peninsula, with the revelation of Japan as a competitor, our readers may not only find themselves entertained but informed. —Ed.

GO where one will, North, South, East and West, one can be certain of seeing "the pictures." It therefore is not surprising that in the Malay Peninsula the cinema has a strong hold upon the affections of the natives. In Singapore, and in each of the other large towns, there are from two to three picture palaces, while in the small villages films are shown. Indeed, no matter how insignificant the hamlet, it is almost certain to run to an occasional performance, even if it is only a makeshift affair. A rat-ridden barn may be used as a theatre; but it serves the purpose. For the Malay, being a practical fellow, does not worry about comfort when it is a question of choosing between a show and a hard seat in a shed; he sets his heart on an evening's amusement, and means to have it. So determined.

The Malay, by the way, never seems to have any money, or, at all events, any change. When, however, he reaches the ticket-office the wherewithal invariably is forthcoming.

"Chockolates" and Electric Fans

In the important towns the buildings used for "movie" purposes are of concrete, the frontage being lavishly decorated with concrete figures. A feature of the establishment is a refreshment garden, in which the heated audience disports itself during the waits. The village "picture palace" is a less pretentious concern, the house being a wooden structure, with a few flags stuck about it; and there is no refreshment garden. But ice-creams, sweets, lemonade and cigarettes are sold by little Chinese boys, who call out the names of their wares in strangely pronounced English. The Peninsula, it should be noted, teems with Chinese. So while the "Chink" parents enjoy the performances at their ease, young Ah-Foo and diminutive At-Li work hard at earning a living. Nor, at the end of the evening, is there much remaining unsold. The heat, you see, makes everyone thirsty, and cigarettes are "grateful and comforting."

Punkahs, of course, are obsolete, their place having been taken by electric fans. The Malays are a go-ahead race.

Swank and other things.

The Europeans, including the haughty officials, the business men, and those engaged in agricultural pursuits and trading, put in an appearance. The audience, however, chiefly consists of the Malay motor-car drivers, the already mentioned Chinese, and, on a Sunday night, the Portuguese element. The last-named occupy the middle-priced seats, the young women wearing evening dress of gaudy hue, which is set off with much imitation jewelry Each is accompanied by a swain, whose heavily oiled hair (and still more heavily scented person) makes a deep impression on the lady of his choice. Although the cavaliers are poorly paid shop assistants, they cut a truly dashing figure in striped suits and ties of vivid tint, in which all the colours of the rainbow mingle. Brilliantly yellow shoes also have a fatal attraction for them.

Sometimes a couple of Portuguese "bloods," having set out to impress the same lady, loudly dispute a right to her favour. For a moment they are the centre of all eyes. Only for a moment, though. The audience has paid to see "the pictures," and they prefer to have their money's worth. Wise people.

Hisses for the villian.

The story of each film is followed most intelligently by the Asiatics, the funny man being laudly applauded, and the villain cruelly hissed. The explanation of the coming scene is thrown on the screen, the children reading it out loud—and without any self-consciousness. Occasionally some official event is reproduced, such as the arrival of the Governor, a very important person in the eyes of his subordinates. Other local happenings occasionally are screened. These make but a trifling appeal to the coloured critics, who much prefer "The Mysteries of Myra" and other mysteries. A play with a "punch," in short, is what they want, with plenty of villainy and low comedy thrown in.

To cater for Malayan tastes about £70,000 of cinematographic materials found their way to the Peninsula last year, the greater part of which was despatched from England. American imports came next, closely followed by Siam, who, having exploited her films, handed them over to the F. M. S., as the Federated Malay States are known. France exported about £1,600 worth, while Japan did considerably better. Japan, as a film exporter, is a power to be reckoned with. The Japanese match may be a cheap abomination, but the moderately-priced Japanese "picture" is a very different thing.

"Music hath charms."

In the more important theatres the orchestra consists of English instruments played by Filipinos, "no natives need apply" being a stringent rule. Certainly, the Malayan equivalent for the fiddle leaves something to be desired; and the "tum-tum" (described by untravelled scribes as the "tom-tom") is both monotonous and maddening. Still, they please the Malay, whose musical standpoint is a thing apart. Consequently, upon a travelling operator arriving in a village, his first care is to hire three or four performers, who thrum, scrape, and bang — much to the joy of the audience. It must, however, be admitted that the tune seldom varies, and that "The Mysteries of New York" and "My Four Years in Germany" gain nothing from being accompanied by the same inappropriate strains.

At the superior establishments the proceedings often are enlivened by a music hall turn, which is furnished by wandering European performers. When a show is given in aid of charity, the programme invariably is embellished in this manner.

An Eagle-eyed censor.

The morals of the inhabitants are most carefully safeguarded by a censor of films, who is "stationed" at Singapore. As straight-aced as a Y. M. C. A. lay-reader, his eagle eye and nimble mind are quick to seize upon any trifle which he considers likely to flutter a Malayan dovecote. When, in 1908 ,the first "wayong glap" (literally "dark house") was opened, Government interference was undreamed of. A little later, the "unco' guid," being prompted, no doubt, by Satan, who has ever found mischief for idle hands to do, busies themselves. Result, a full-blown censor.

The names allotted to the various "picture palaces" are distinctly high-sounding. What, for example, could be more distinguished than "The Marlborough?" "Harmonia Hall" also has an agreeable and euphonious sound, while "The Gaiety," "The Palladium," "The Alhambra" and "The Empire" remind the exiled white man of pleasant nights in London. He has another reminder, for a certain number of well-known London films are projected on the screen, the Chinese, Filipino, and Japanese proprietors being ready to study his states.

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CANADIAN MOVING PICTURE DIGEST

Vol. 18, No. 4. TORONTO, CANADA May 29th, 1926

"The Searchlight"

THE closing of the Capital Theatre, which is stationed on Queen St., near Bank St., is stated to be under orders from Provincial authorities in Toronto, according to Inspector Tom McLaughlin, head of the Ottawa Police Morality Department. In revoking the license of the said mentioned theatre the misdemeanor is alleged to be a failure on the part of the theatre's management to properly collect Amusement Tax.

The collection of this tax in the Province of Ontario has certainly occasioned theatre owners considerable annoyance. This tax resorted to as a war-time measure appears to be the last of the taxes which our government is reluctant to remove from the people. England, Australia, New Zealand, the United States have practically removed this tax; and about one year ago, before the tax was placed upon gasoline, Col. Price, Provincial Treasurer, made a statement to the effect that he would like to see this Amusement Tax removed. As it is, bowling alleys, other institutions of a similar nature, taxed during the war period when such taxation had at least an excuse for its existence, these have had the tax removed, but theatres remain taxable.

The collection of the tax has been arranged through the courtesy of the theatre owners, who act as collecting agencies for the Government, collecting and selling the tax tickets to the public. Theatre owners purchased special ticket boxes with choppers for this purpose, but since the installation there appears at different intervals a dissatisfaction on the part of the government as to the manner in which this service of the theatre owners to the government is being rendered. It appears that exhibitors have left themselves liable to a revocation of their theatre license should the government feel these theatre-owners are negligent in conforming with the government's ruling in this respect.

We can understand that the government is desirous of making the collection of tickets, their sale like Caesar's wife, above reproach, but since there is no law which can make the theatre owners a collecting agency for the government, there should be a great hesitancy on the part of the government in connection with any ruling which it may see fit to exercise which bears upon this tax matter. As for the theatre-owners it appears that the existence of this tax is but another instance of an indifference to an injury and injustice by an Industry which should receive not only the greatest consideration from the government, but the fullest co-operation from that body, in order that this miracle of a modern civilization, along with wireless, radio, air service, may give to this age its fullest service. The Francaise in Ottawa also had its license revoked.

* * *

Part of a resolution on the agenda of the National Chapter Annual of the I. O. D. E., the meeting which takes place in June, at St. John, calls for a petition to the Dominion Government requesting that a quota of the films shown in the moving picture theatres be British made.

* * *

Vaughan Glaser has Shea's Richmond Street Theatre on a year's lease, it is reported, the price $35,000 per, and an option of four years to follow at the same figure. The theatre is to be called Vaughan Glaser's Victoria. Shea moves his vaudeville to the Hippodrome which has been operating under the Famous Players management, and the Famous move up to Loew's Bloor Street Theatre, where the stock manager and producer has been so successfully presenting plays. All along Yonge Street you have Famous and Loew now. Starting with the Capitol which takes in the northern district, Loew's Bloor which covers the heart of a residential and shopping district, Pantages and Loew's, key centre of the down-town shopping activities. And yet some people say that the modern methods utilized in show business are not akin to the strategy of a general. Of course there are several smaller houses, but the houses which are capable of presenting vaudeville and pictures according to the tendency of today, the houses which can make presentations located upon the most important business street in Toronto, are under the management of Famous and Loew.

* * *

Theodor Fritsch, editor of a Berlin publication called "Der Hammer" violently attacked Adolph Zukor recently. The editor of "Der Hammer" alleges that Zukor's investment of four and a half million dollars in the Universum Film A. G. (Ufa) has only been given in order that Zukor may get a hold on an important part of the German Industry. The directors of the Ufa state that the loan in no way effects the Independence of the company. Meanwhile the pictures which Famous were to produce in Germany with Ufa appear to be cancelled, while Famous have arranged to distribute Ufa in the United States. (Continued on Page 2)

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CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

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"The Searchlight"

(Continued from Page 1)

The Industry, previous to the Famous-UFA tie-up, was startled to hear that Carl Leammle had closed with the UFA; and more startled when it heard that Famous had "put one over on Laemmle," without of course straining diplomatic relationships. We know that UFA have made pictures worthy of presentation in the best houses on the American continent and we also know that the companies which added these German-made pictures to their programmes became somewhat resplendent in their reflected glory, we also know that America has bucked up its Picture Industry by the importation of German producers and players, story-material also. Germany might feel, with the American invasion of dollars, that the investors are going to get their money's worth, plus a healthy dividend on investment, but where did the German people ever get the idea that Adolph Zukor was handing out four and a half millions as a Christmas present to Germany's Picture Industry? Is there anything about Little Adolph and his Famous company which could lead anyone to suspect that this money was in the nature of a Rockerfeller endowment, and incidentally we might ask if German investors over here are investing "for the love of Allah?"

* * *

Although President Coolidge could not see, G. E. Patton, representing the Ontario Motion Picture Bureau, Raymond Peck, representing the Canadian Government re-the department governing Motion Pictures, B. E. Norrish of Montreal interested in the production of the "Seeing Canada" series of short subjects, because they had no "credentials" from their respective embassy, these delegates were informed that President Coolidge had asked to see three of the Canadian Government films which are to be screened at the White House for the private view of the President.

The delegates from Canada were attending the convention at Washington of the Society of Motion Picture Engineers. Arrangements were made for the many representatives of the Motion Picture Industry to be received by President Calvin Coolidge at the White House, when a few minutes before the reception it was found that "foreigners" could not be received without the necessary credentials. Of course our delegates were surprised, it had not occurred to them that coming from Canada they were foreigners. The word "foreign" is very foreign to a Britisher in connection with himself.

* * *

Major J. M. Mood outlined a plan before the Toronto Theatre Guild, at a recent meeting, whereby Toronto was to have a new repertoire company. "My scheme," said the Major, "has three sides to it. The first is to establish in Toronto a first-class English stock company to get back to the standard of a few years ago and to exceed it. The second is to create a Canadian National stage. The third is to make Toronto the theatrical centre of Canada." Major Mood explained that he was assured of a downtown theatre. One of his patrons, Sir William Wiseman of New York is concerning himself with the company and reports that he has just the man for the producer. Major Mood is contemplating going to New York to complete arrangements. Five hundred subscribers at $1.50 are required for the initial capital and then a sale in advance of books of transferable vouchers exchangeable during the season for tickets to any production. Sir William Wiseman is a member of the Board of the Famous Players Canadian Corporation and also on the Board of the Famous Players Lasky.

Toronto Financial Post reports Famous Players Corporation's earnings up. Also that Famous Players control the Canadian picture business from coast to coast "and there are comparatively few important picture theatres in the leading cities which do not contribute to the earning power of the company, either directly or through subsidiaries."

* * *

The New York Times states that according to figures from the Department of Licenses there are 750 theatres and motion picture houses in Greater New York. Total seating capacity 766,989. Of these 68,439 are in the 68 theatres which are called "legit" houses, situated mostly in Times Square and average a capacity of about 1,000 seats per house.

Those who appear to know the trend of show business through long experience conclude that the area which these theatres cater to involves a population of eight million people, including visitors who are mostly theatregoers; and that providing the price of admittance is right, New York has not reached its limit in connection with the number of theatres it can support. The tendency is however towards the building of theatres with small capacities, which appears to be directly opposite to the trend of Motion Pictures, which keeps building its theatres larger and larger. Perhaps we have an idea we can swallow the others. Zeus, the god of the Greek gods, was told one of his sons would dethrone him; and through fear of conquest swallowed all his children, but Fate ordained that his conquest should be fulfilled. for his wife saved the last son, by wrapping a stone in swadding clothes and giving it to Zeus to swallow. The "swallowing" appetite which is precipitating the building of motion picture theatres of a capacity to house the whole zone may find that the idea may become as a "stone," unprofitable and indigestible.

* * *

On May 19th, Mayor James J. Walker, New York, used a golden trowel to lay the corner stone of the Paramount Bldg., New York. Times have changed. It does not seem so long ago that "Jimmie" was firing "bricks" at Famous. Perhaps our Industry is learning something from the League of Nations.

* * * *

The suit of The Canadian Moving Picture Digest Company Limited against Famous Players—N. L. Nathanson—Arthur Cohen and First National has been withdrawn. (Everybody happy?) A twenty-two round bout, with "Mac" of the Exhibitors' Daily Review, finally called in as referee, renders a decision whereby the contestants "leave the courtroom without a stain upon their character." O Yes: O Yes: In affiliating the Exhibitors' Daily Review with The Digest, the Industry in Canada will have the advantage of first hand news which the Daily Review appears to always get, "Mac" has such an ingratiating manner of gathering up information by wireless, and the Industry in Canada will have the advantage of full information on developments here, plus our "searchlight" penetration as to the reason for the various moves which constitute the news activities. Just to show that there is no "hard feelings" and an Industry in Canada of sufficient magnitude and purpose to support its own Trade paper, The Digest, in continuing its former policy of a "square deal" for all, will, however, endeavor to present to its readers a paper covering a wider field of observation. The subscription is five dollars yearly. We intend to give you no less than thirty-two pages of "live material." Not being a subscriber to The Digest will mean that like Lot's wife, you are looking backwards and having committed this misdemeanor you no longer function among the "live ones."

—RAY LEWIS.

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Compiled Class B Reviews of "The Spotlight"—*continued*

CLASS B—"GET BEHIND THESE"—Photoplays of real merit, but which require more or less bally-hoo in the way of exploitation to gain the deserved box office results.

CLASS B

"COUNSEL FOR THE DEFENSE"

(Associate Exhibitors) This is a strongly dramatic story based on the famous novel of the same name by Le Roy Scott. It tells the story of a lovable old man brought before a Court of Justice on a trumped up charge. He is defended by his only daughter, a newly-fledged lawyer, who is his only supporter in this time of trouble. It is a test between truth and circumstantial evidence, and truth wins. The picture story is logically developed by the careful direction of Edward Silton, and the leading players are all excellent. Betty Compson as the loyal daughter and modern Portia does some of the very best work of her career, being lovely to look upon and intensely dramatic in action, though entirely natural throughout. House Peters is his usual stalwart self and is a perfect foil for the delicate wisp of femininity who plays opposite him. Jay Hunt, pleasantly remembered from "Lightnin'," plays the part of the old father, who becomes enmeshed in the toils of high finance and political intrigue.

This is a picture of high entertainment values and great possibilities for exploitation. It is suited for all tastes.

* * * *

CLASS B

"BLUEBEARD'S SEVEN WIVES"

(First National) A satire on the movies and movie making which, though good-natured and frivolous in treatment, is biting in its truth and frankness. It tells the story of a drab young bank clerk who by the merest accident gets in the movies, and by the methods of publicity and exploitation employed there became Don Juan Huartez, the famous Spanish nobleman and heart breaker, instead of plain John Hart. The public "falls for the bunk" and he becomes a screen idol. He is involved in a number of "fake" marriages by way of a publicity stunt, until finally he and his fiancee revolt and he leaves the movies flat for a "little grey home in the west," shaving off his detested trick moustache and putting back his nearsighted "specks" once again. The employing of this ingenious story makes for one of the most entertaining and fast moving comedy-dramas imaginable. It also is noteworthy in that it at last releases Ben Lyon from a succession of drug store cowboy parts, giving him, too, an opportunity to show his undeniable comedy talent. He is more satisfying in this than we have ever seen him and we wish him luck—if he will promise NOT to revert back to the sap-hero type again. Lois Wilson plays opposite him, and is a delight with her charming naturalness—she must welcome her release from Zane Grey parts. Dorothy Sebastan, Dick Bernard, Andrew Mack and particularly Sam Hardy all contribute to the fun and naturalness of the story; while the lion's share of credit must of necessity go to Al Santell, who has done a masterly piece of direction in this instance. Bluebeard's Seven Wives is just another name for Box Office Success.

* * * *

CLASS B

"FIFTH AVENUE"

(Producers) A breezy "society" drama of the type in which a polished light comedian will shine. The ever lamented Wally Reid excelled in this type, and Reginald Denny is now carrying on. He is joined, (judging by his performance here) by Allan Forrest, who gives a deft characterization of a wealthy young man about town addicted to sports. One by one our leading men are discovering hidden in them somewheres a flair for comedy. It is one of the most healthful signs for the future of the picture making industry that this latest comedy talent is coming to the surface. Robert Vignola has made a splendid job of the direction of this melodramatic comedy. A really fine cast all concerned in the telling of the story, and includes Marguerite De La Motte as the plucky Southern girl who comes to New York—*Fifth Avenue*—to fight for her rights, Louise Dresser, at her superlative best as a society dame. William V. Mong, Crawford Kent, Lucille Lee Stewart, Anna May Wong, and Flora Finch. They are perfectly suited to the types they portray, and tend to make the picture one of very high entertainment values.

The title FIFTH AVENUE offers a world of suggestions for exploitation angles, and when you add to that the excellent cast's and director's names, and the fact that the picture represents *real entertainment*, you have a real offering to make a noise about.

* * * *

CLASS B

"LADY WINDERMERE'S FAN"

(Warners) Sophisticated society stuff, well done because done by Lubitsch, but *not* his best achievement by any means. This is probably due to the fact that it is based on the frothy drama of Oscar Wilde, that master of satiric epigram, and any drama of Wilde is almost impossible of translation into screen terms. Those who have seen or read the play will be disappointed, and those who have not will be slightly bewildered. The superfine direction coupled with the wholly admirable cast, however, make this entertainment out of the ordinary. Irene Rich is lovely to behold, and a delight dramatically in the leading role; it is a decided relief to see her divorced from her wronged wife parts even for one picture. Ronald Coleman is miscast somewhat, but his artistry surmounts that. Bert Lytell as Lord Windermere is hardly the type for a British peer, but is manly and ingratiating. May McAvoy is delightful as the fluffy Lady Windermere, and Edward Martindel in the small part of Lord Augustus is "simply ripping donthcha know" in the scenes in which he appears.

While not a "Kiss Me Again," this is a fine entertainment of its type; and as it is directed by a master hand, and acted by a sterling cast, is worthy of the most extensive exploitation on the part of theatre owners.

* * * *

CLASS B

"THAT ROYLE GIRL"

(Famous Players) Despite extreme footage and some minor flaws such as trite, inept titling and a tendency towards too lurid melodrama, this first Famous Players offering from D. W. Griffith is in his best melodramatic vein. Instead of leaning too heavily upon the "artistic" side of production. D. W. has been content to provide entertainment. He tells a story of the Chicago underworld, a story fairly reeking with gangsters, sharpers

(Continued on Page 4)

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"The Spotlight"

(Continued from Page 3)

and thugs of all descriptions. There is a girl—Daisy Royle—whose mother "is nervous and takes something for it," and whose father is a humorous sot. She lives a life of precarious jobs and tawdry pleasures. She has an affair with the leader of a jazz band—later accused, and falsely so, of the murder of his wife. There is also an upright though priggish District Attorney who to Daisy resembles Abraham Lincoln. The "big" scene in which Daisy tries to get evidence to free her jazz band boy friend is climaxed by the most terrifying and realistic cyclone ever projected on a screen. Carol Dempster is the Royle girl and displays marked individuality—and a pair of speaking ankles. She makes a very vivid figure indeed. Harrison Ford does excellently well as the orchestra leader, and James Kirkwood is the pious, brow-wrinkling attorney to the life. W. C. Fields, making his second appearance in pictures, runs away with the comparatively few scenes in which he appears. The others in the long cast are splendidly "in the picture," and the entire production spells entertainment even though it is a trifle long.

* * * *

CLASS B

"THE PALACE OF PLEASURE"

(Fox) A frank melodrama of better than ordinary entertainment values. Splendidly mounted and well acted by a competent cast. The direction of Emmet Flynn is careful and painstaking, yet never for a moment drags. Edmund Lowe is seen as a Portuguese Royalist wanted by the government. He abducts Lola, a prima donna, greatly desired by a large number of varigated gentlemen. (Betty Compson plays the lady in question.) She is taken to a manor house in the country, loaned for one night only to her abductor. It is the "palace of pleasure," but it proves to be the home of thrilling excitement rather than that. He offers her the alternative of accepting him with a wedding ring or without one. She chooses the compulsory marriage, but has her maid betray him to the government. In the end, however, she returns his love, and after many vicissitudes they find happiness. Both Edmund Lowe and Betty Compson are admirable in their characterizations and are ably seconded by Henry Kolker, Francis McDonald and George Siegmann. This is a worth while melodrama and may be safely played up as such. Stress the title and the featured players.

* * * *

CLASS B

"THE LADY FROM HELL"

(Associated Exhibitors) Here is a picture of so many blended elements as to command it to all tastes. It has an "after the war" touch, savors of Western melodrama, and has the much desired "society" interest. The Germans called the Scotch Kilties, "The Ladies from Hell," when they first saw them come over the top, they were so utterly regardless of personal safety and so unrelentingly daring. One of these, returned from the War, finds his way to a Wyoming ranch and after colorful experiences there returns home to assume his rightful position in the world. A charge of murder against him reaches its sinister arm across the sea and brings him back to the States, but he escapes the net of circumstantial evidence woven around him fortuitously by the aid of a girl. Roy Stewart gives a good account of himself as "The Lady from Hell," being manly and believable; Blanche Sweet is the girl and contributes one of the best of her recent performances. Ralph Lewis lends solidity to the cast in a typical part, while Frank Elliott, Edgar Norton and cute little Mickey Moore also contribute to the fast moving action of this wholly absorbing story. Stewart Paton, the director, may feel pride in the fact that he has turned out a story of variegated interest and one that is "different." This may be played up strongly with no fear of disappointments.

* * * *

CLASS B

"THE SPLENDID ROAD"

(First National) This is a Frank Lloyd picture, so of course is directed in masterly fashion. It is a good audience picture, and gives every evidence of Box Office promise. It is a story of the days of '49 when the discovery of gold in California set the whole world agog. A beautiful girl in a spirit of adventure joins the wild-eyed procession bound for the gold fields. On the way she adopts three little orphans left destitute by the death of their mother. She goes on by wagon train and finally settles in a little town in the Sierras. The proprietor of the local dance hall annoys her relentlessly and arouses the jealousy of the reigning queen of his establishment. Her adventures are vivid and exciting, before she is able to answer the dictates of her heart and find peace with her adopted kiddies and the man of her choice. Anna Q. Nilsson is at her splendid best as the girl, and is sympathetic and natural in a difficult part. Lionel Barrymore is a rather obvious villain as the dance hall proprietor, but has some good scenes. Pauline Garon is a very catty, though shapely and peppy dance hall girl. Robert Frazer is only fair as the lover. George Bancroft, who is a real screen find contributes a super excellent sketch a la Wallace Beery. The interest is held throughout, there are sprightly comedy touches, and some tremendous and realistic storm scenes. This is a real picture of melodramatic action.

* * * *

CLASS B

"WOMANHANDLED"

(Famous Players) Presumably an answer or antithesis to "Manhandled," that splendidly human laugh. this is an entertaining little film while not at all a great one. It exploits Richard Dix's wholesome and buoyant personality in a satire on the effete West of today, where the ranches are denuded of cowboys "because they have all gone into the movies." The picture is almost entirely without "sets," many of the scenes being shot in Central Park, and most of the remainder "somewhere on Long Island"—if we know our landscapes.

Dix is a pleasant young man of wealth, who to please a beautiful girl whom he has "picked up" by virtue of "rescuing" her small nephew from two feet of water in the yacht pond in Central Park, goes West to his uncle's ranch which he finds manned by hoboes who round up cattle in flivvers. He tries to make them appear like cowboys during a visit from the girl with most amusing results. Of course he wins her. Dix is at his very best, and Esther Ralston as the girl is placidly lovely, Edmund Breese is a delight as the Uncle, and Olive Tell and Cora Williams have very telling small parts. Little Eli Nadel is a perfect type of kid pest. Though light as thistledown this is pleasing entertainment, and redounds greatly to the credit of the director, Gregory LaCara, of whom bigger things may be expected.

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F.B.O. Production Activities Reorganized Under Unit System

Specialized Supervision Found to Yield Biggest Results States E. C. King.

"WITHIN a comparatively short time at most, every motion picture studio on the West Coast will be under the unit system of production. It is the only way to meet the manifold problems that confront the making of entertainment on a large scale today; and the only method by which the all-important details can be properly handled."

That, in brief, is the opinion of Edwin C. King, vice-president in charge of production at the Film Booking Offices studios. And Mr. King, who recently joined F. B. O. after spending four years as General Manager of the Long Island studios of Famous Players-Lasky, knows whereof he speaks; for he has run big studios under all sorts and conditions of "systems"—and some, he admits, where there was no system.

"Where a concern is turning out say twenty-five or more productions a year, I can see no proper solution of the difficulties one invariably runs into other than the unit system," says Mr. King. "It is obviously impossible for any one man adequately to handle the production management of such a schedule as F. B. O. has this year—fifty-four feature pictures and a hundred short subjects. Even if he delegates as much of the detail work as possible to assistants, there is still more than for which one man should be responsible.

"The unit system provides, very simply, for the division of the product into various classes, or groups, and for the supervision, or perhaps I might better say, the production management of each group or class by one individual. That simplifies production, and means only that motion pictures are beginning to realize the need for specialization, as most other big industries have long realized and practiced it.

"For instance, we will produce 12 Gold Bond specials this season, and more than forty other features. J. G. Hawks will have charge of six Gold Bonds and something more than half of the other feature releases, while Frank D. Ormston will take the remainder. James Wilkinson will manage the production of the two reel comedies. In this way it is possible to apportion the work and have justice done to all the subjects, so far as it is humanly possible."

Mr. King believes the time will come when every unit will have a separate production management; and far from increasing the tremendous expenses of production, he thinks it will effect an actual saving in increased efficiency, and at the same time produce pictures which will show the value of intimate personal supervision

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Fiddling Contests Staged Keith's Ottawa Theatre

The first real old-timers fiddling contests to be staged in Ottawa, Ontario, was that which was presented at B. F. Keith's Theatre by Manager J. M. Franklin during the week of May 24 and it drew a dozen entries from all around the district, including the remote section of the Quebec interior.

A "guest artist" for the occasion was Col. Cash Radford, champion fiddler of New England. As a start, he appeared at Erskine Presbyterian Church Ottawa, on Sunday evening, May 23, to "play old time hymns in the old fashioned way."

Harry Attrill of London England Visits Canada

Harry Attrill prominent London, England, cinema exhibitor, has passed through Canada on his way to California to look over the film celebrities, after which he is to return to England to resume the management of his three theatres with renewed vigor.

Asked regarding the British film situation and the proposed restrictions on United States releases, Mr. Attrill pointed out that a majority of the United Cinema Exhibitors of Great Britain had opposed the embargo and that it would be opposed in the future.

Nothing would come of the proposal, he believed, but added that when British producers made pictures equal to the calibre of any in the world, the British exhibitors would back them up 100 per cent.

Mr. Attrill declared that he had received word from London to the effect that business had increased considerably at the smaller theatres but that the big cinemas had suffered considerably through the traffic tie-up.

He planned to make the return trip from Hollywood across the United States, sailing from New York.

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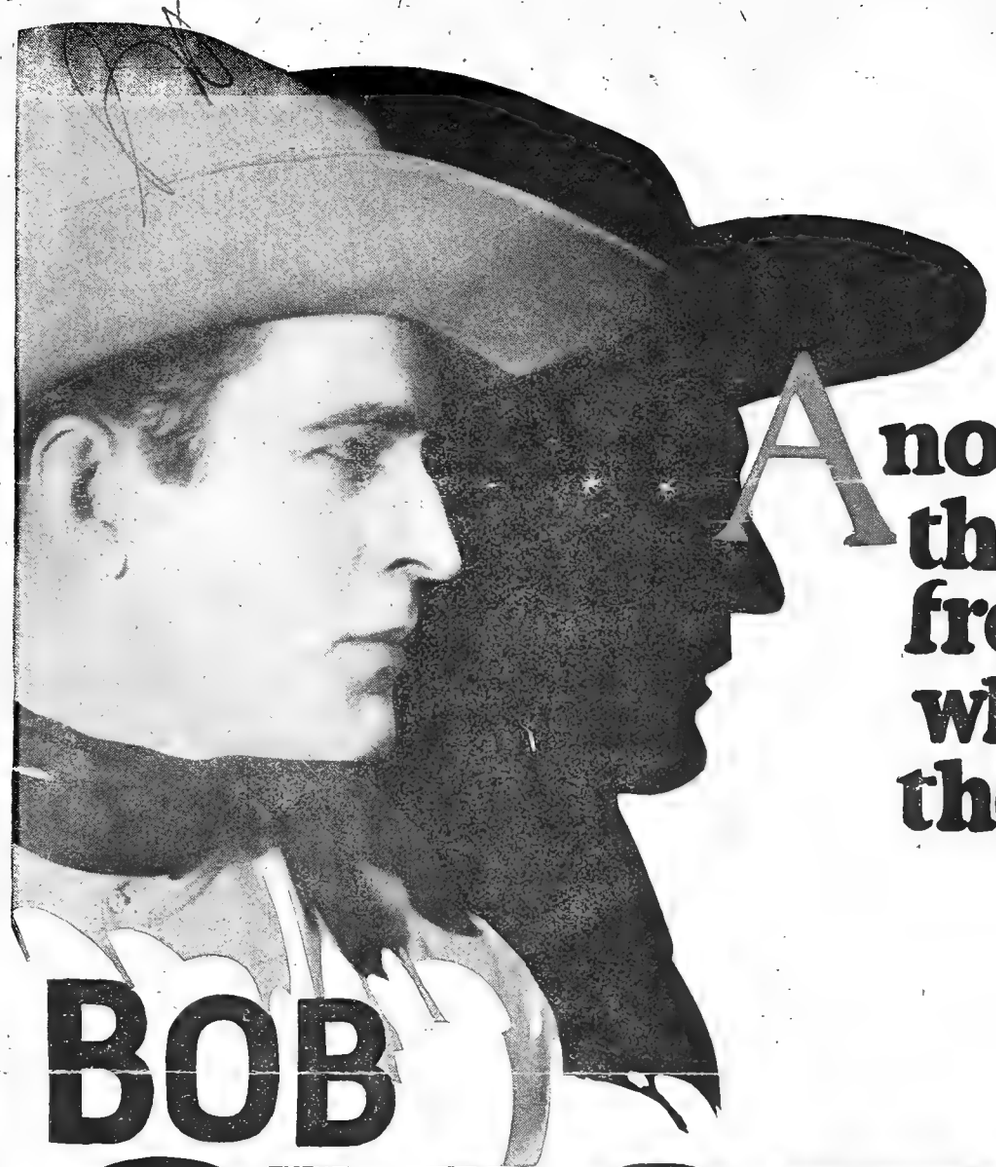

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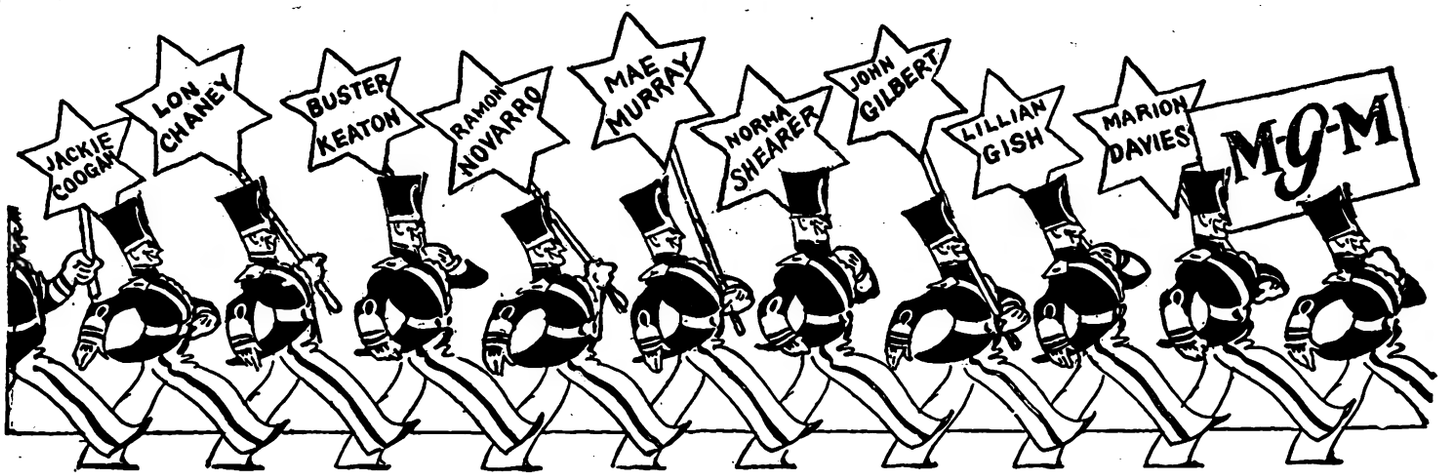

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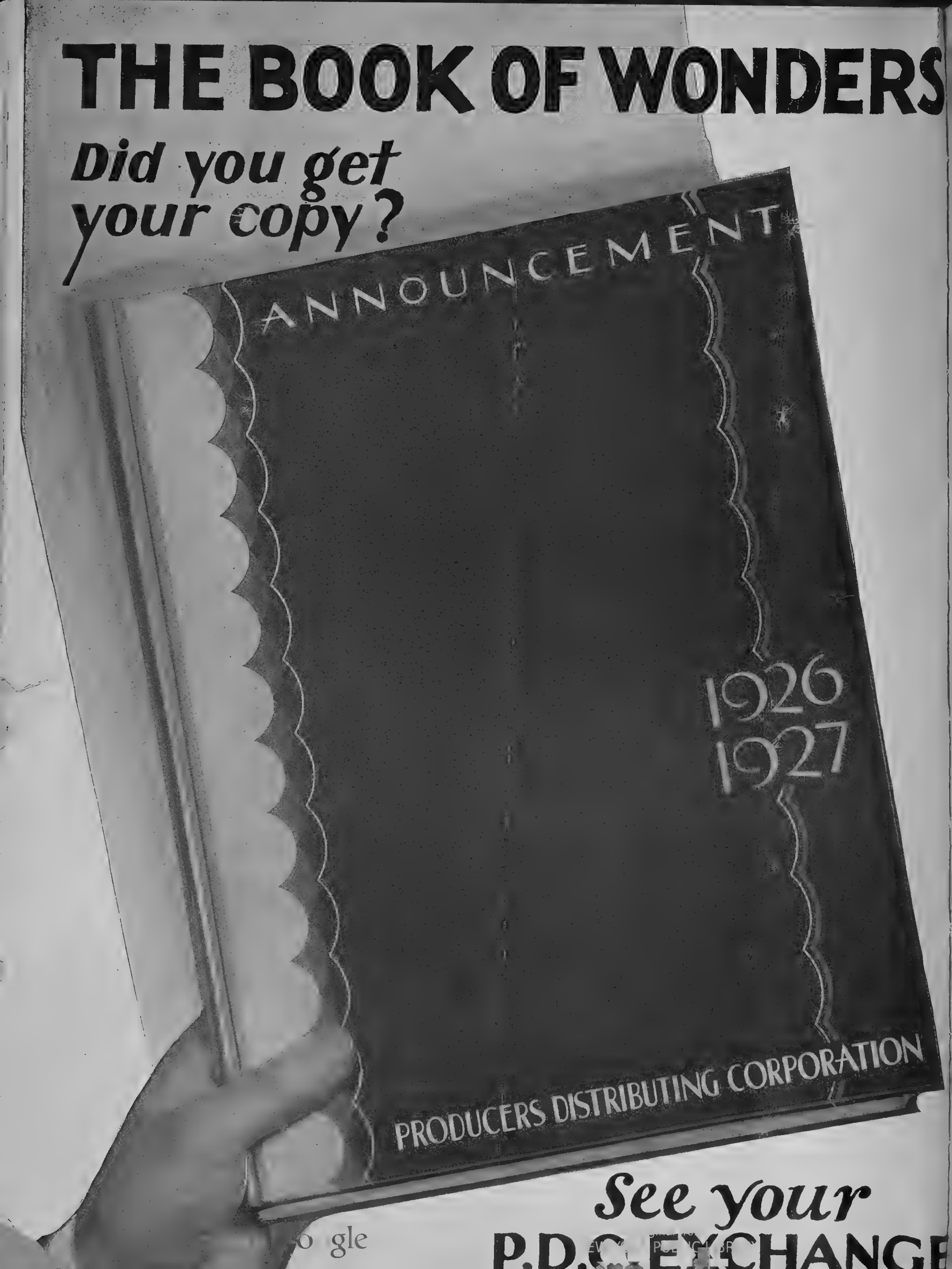

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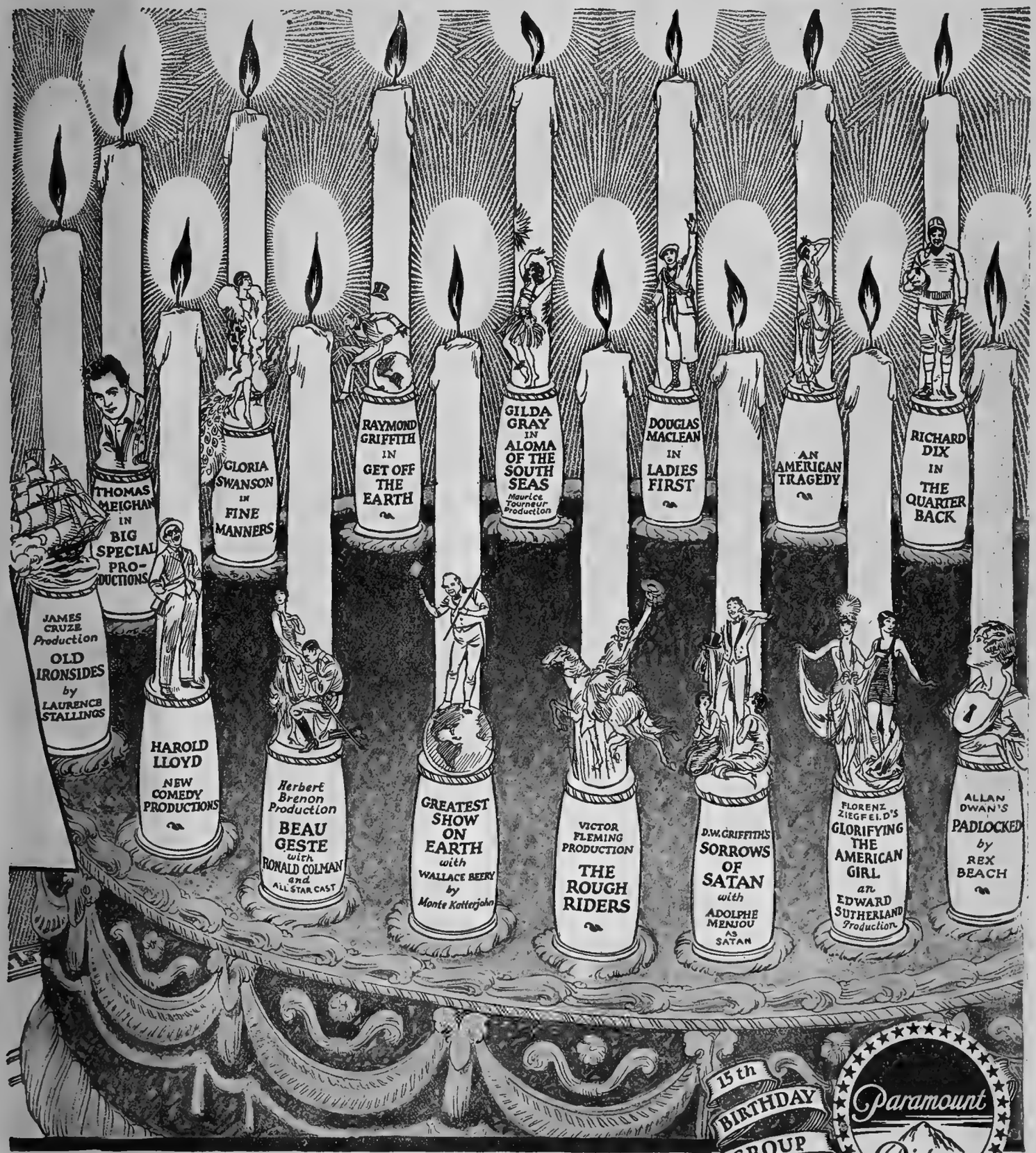
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RICHARD DIX IN THE QUARTER BACK
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Herbert Brenon Production BEAU GESTE with RONALD COLMAN and ALL STAR CAST
GREATEST SHOW ON EARTH with WALLACE BEERY by Monte Katterjohn
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Universal's Gre Way Ou

TITLE	DIRECTOR	CAST
Poker Faces	A HARRY POLLARD PRODUCTION Novel by Edgar Franklin	EDWARD EVERETT HORTON, LAURA LA PLANTE, George Siegmann, Tom Ricketts, Tom O'Brien, Leon Holmes, Dorothy Revier.
The Marriage Clause	A LOIS WEBER PRODUCTION Based on the Saturday Evening Post story "Technic" by DANA BURNET	BILLIE DOVE, FRANCIS X. BUSHMAN, GRACE DARMOND, WARNER OLAND. Henry Victor, Caroline Snowden.
The Texas Streak	A LYNN REYNOLDS PRODUCTION A Hell-bent for leather smashing western with wild-eyed action from start to finish	HOOT GIBSON
The Runaway Express	AN EDWARD SEDGWICK PRODUCTION Based on "The Nerve of Foley" by Frank Spearman	JACK DAUGHERTY, Blanche Mehaffey, Tom O'Brien, Charles French, Harry Todd, Madge Hunt, William Steele.
The Old Soak	AN EDWARD SLOMAN PRODUCTION From the play by Don Marquis	JEAN HERSHOLT, June Marlowe, George Lewis, Gertrude Astor, Lucy Beaumont, George Siegmann, Wm. V. Mong, Adda Gleason, Louise Fazenda, Tom Ricketts, Arnold Gregg.
Perch of the Devil	A KING BAGGOT PRODUCTION From GERTRUDE ATHERTON'S strikingly powerful novel	MAE BUSCH, PAT O'MALLEY, Jane Winton, Theo. Von Eltz, Geo. Kuwa, Mario Carillo. Lincoln Stedman, Martha Franklin, Kate Price.
The Buckaroo Kid	Based on the story "The Red Headed Husband" by CATHERINE NEWLIN BURT	HOOT GIBSON
Her Big Night	A MELVILLE W. BROWN PRODUCTION Based on the magazine story "Doubling for Lora" by Peggy Gaddis	LAURA LA PLANTE, Tully Marshall, Cissy Fitzgerald, Mack Swain, Lee Moran, Zasu Pitts, Nat Carr, John Roche, Einar Hanson.
Prisoners of the Storm	A LYNN REYNOLDS PRODUCTION Based on the great romance of the snow country "Quest of Joan" by JAMES OLIVER CURWOOD	HOUSE PETERS PEGGY MONTGOMERY and WALTER McGRAIL, Harry Todd, Fred De Silva, Clark Comstock
The Whole Town's Talking	AN EDWARD LAEMMLE PRODUCTION From the play by JOHN EMERSON and ANITA LOOS	EDWARD EVERETT HORTON, Virginia Lee Corbin, Otis Harlan, Trixie Friganza, Dolores Del Rio, Margaret Quimby, Malcolm Waite, Hayden Stevenson, Robert Ober.
Cheyenne Days	A LYNN REYNOLDS PRODUCTION—A gripping, fascinating, powerful western drama—a brimming cup of thrills and romance	HOOT GIBSON
The Ice Flood	A GEORGE B. SEITZ PRODUCTION From the Novel by Johnston McCulley	KENNETH HARLAN, Viola Dana, George Irving, Billy Kent Schaeffer, De Witt Jennings, Fred Kohler, Frank Hagney.
The Wrong Mr. Wright	From George Broadhurst's great stage play of the same name	WITH AN ALL STAR CAST
Ace High	Based on the story "Nine Points of the Law" by RALPH BOSTON	HOOT GIBSON

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ıter Movie List
t Ahead!

TITLE	DIRECTOR	CAST
Butterflies in the Rain	AN EDWARD SLOMAN PRODUCTION From the internationally popular story which has appeared in hundreds of newspapers in the United States and England by ANDREW SOUTAR	LAURA LA PLANTE JAMES KIRKWOOD, Robert Ober, Oscar Bevegi
Spangles	Directed by FRANK O'CONNOR An Arthur F. Beck Production Specially written story by the world famous NELLIE REVELL	MARIAN NIXON and PAT O'MALLEY Hobart Bosworth and Gladys Brockwell, J. Emmett King, Grace Gordon, Tiny Ward, Charles Becker, Paul Howard, James Conley, Herb Sheeley.
Too Many Women	From the sensationally successful story by Gabriel Reuter	NORMAN KERRY
The Mystery Club	A HERBERT BLACHE PRODUCTION Based on the Saturday Evening Post story "Crimes of the Armchair Club" by ARTHUR SOMERS ROCHE	Matt Moore, Edith Roberts, Warner Oland, Mildred Harris, Charles Puffy, Earl Metcalfe, Nat Carr, Charles Lane, Jed Prouty, Henry Herbert, Alfred Allen, Alphonse Martell, Frank Finch Smiles, Sidney Bracey, Monty Montague, Adrienne Dore.
The Prairie King	A typical Gibson western that will give this matchless western star an even greater following	HOOT GIBSON
The Bargain Bride	By A. BRODE	MARY PHILBIN
Beware of Widows	A MELVILLE W. BROWN PRODUCTION From the big Broadway success by OWEN DAVIS	LAURA LA PLANTE
Savage in Silks	From story by ERNEST PASCAL	WITH AN ALL STAR CAST
Hero on Horseback	A big western thriller based on the story by SYLVIA SEID	HOOT GIBSON
Taxi Taxi	A MELVILLE W. BROWN PRODUCTION From the big laughing Saturday Evening Post story by George Weston	EDWARD EVERETT HORTON
Held by the Law	AN EDWARD LAEMMLE PRODUCTION by BAYARD VEILLER	WITH AN ALL STAR CAST
Down the Stretch	A KING BAGGOT PRODUCTION From the extraordinarily popular racing story "Blister Jones" by JOHN TAINTOR FOOTE	PAT O'MALLEY
The Love Thrill	Another great automobile auto racing romance by the man who wrote "Sporting Youth" and "California Straight Ahead"—BYRON MORGAN	LAURA LA PLANTE
The Silent Rider	A LYNN REYNOLDS PRODUCTION A rapid-riding romance of the West based on the great story by B. M. BOWER	HOOT GIBSON

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Conway Tearle — Dorothy Mackaill
in THE DANCER FROM PARIS

James Kirkwood — Mary Astor
in THE WISE GUY

Aileen Pringle — Lowell Sherman
in THE WILDERNESS WOMAN

Conway Tearle — Barbara Bedford
in THE SPORTING LOVER

Jack Mulhall — Jobyna Ralston
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KANSAS CITY

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Vol. 18, No. 5. TORONTO, CANADA June 5th, 1926

"The Searchlight"

I THINK the first time I heard the philosophy of the "worm and man" was in East Lynne, when the suave villain retorts, "The duck gobbles up the worm, the man gobbles up the duck and then the worm gobbles up the man." Such a scheme appears to be in order in this super-industrial age. Combines which give birth to other Combines, which in turn absorb the parent of the Combine idea. And keeping pace with this combination of interests is the force which makes any man who is a "go-getter" ambitious enough to desire to "get what he can for himself and for his." The spirit which cannot see itself a "cog in a wheel," regardless of the size of the wheel and the territory it covers in making its circle.

* * *

The relationship between our Industry and its bankers reminds me of the situation in respect to man and the worm. The banking interests are growing powerful enough to gobble up the Industry. True the bankers know little about Motion Pictures, but the financiers of our Industry are evidently educating them fast for we find many a banker directing the policies of the company in which he formerly had only a loan interest. Just give the bankers control and they will run this business of Motion Pictures more like a business in all probability than it is being run now, they will run it like other Industrials; but moneyed interests in control of any Art have not resulted in the good of that art, the inspiration which compiles dividends before it creates, generally creates a fish in place of a man, both in the scheme of creative power, but one is limited to the procreation of fish and the other has within itself the creation of Empires.

* * *

Combines cannot get away from the "banking interests" and banks are not in the habit of giving anything away. It might be advisable for our ambitious magnates to reconsider the advisability of securing the control of this Industry for the benefit of the banking interests. Of course some might contend that there will always be a producer faithful enough to an idea to risk a production and as long as Motion Pictures possesses any Art, this phase is to be considered in question with Bank Control.

The other side of the question cites the futility of producing anything which cannot be exhibited because the Banks will control the theatres. Still another angle to the question is based upon past events, history, experience; and this angle cites for its authority the fact that Art has managed to fight its way through to the public.

It was not so many years ago when the producers controlled the situation in respect to the drama, today the players and playwrights dictate to the producers; and these have dictated to Motion Pictures in respect to the play material which motion picture producers shall utilize for their adaptations for the screen. This restricts producers of Motion Pictures, but also gives Art which is naive, fresh and Independent an outlet, since producers of Motion Pictures turn their eyes towards original stories, without restrictions.

And what do we learn from these apparent accidents, or developments, that we are free to write our destiny in relationship to our individuality, in connection with that Art or Industry ,that enterprise in which we find expression, but that no Art, or Industry can belong to any man, or group of men. Life runs the "World's Show." Life sells the tickets and takes them for what belongs to Life; and since Motion Pictures, like Radio, like Wireless, like all the inventions of this civilization, belongs to Life, our control of it is limited.

* * *

The Royal Alexandra opened up with "The Big Parade" which we intend to review from the Canadian angle in our next issue. It is creating talk and should be good for a considerable run, although I always believe that Motion Pictures taken out of their natural environment, a motion picture theatre, are obliged to build up for themselves, an asset which they have not available in their foreign surroundings. The Alexandra is the "legit" house and has in the past played several pictures, but one has to grow accustomed to the idea of seeing a motion picture there and an audience is already half-won when they are acclimatized as it were before the picture starts.

* * * *

Hiram Abrams, in a recent statement, declared that he had never discharged an employee. Either Hiram Abrams has a keen sense of appreciation, or he has a keen business sense, realizing that the discharge of employees, might save a few dollars on the surface, but the expense to the organization in connection with the installation of a new man, the experience and information which the old employee brings to his new connection, results in a considerable financial loss to the concern which does the discharging. This statement is not theoretical, but the result of observations by business specialists resulting in statistics to bear out these conclusions.

(Continued on Page 16)

Before Buying Pictures Read The Digest Advertising Pages.

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"The Searchlight"

(Continued from Page 15)

IT has been said that a sense of appreciation, a sense of courtesy, are always found where there is intellect, whether it is an intellect of the mind, or of the heart.

Low mentalities have no sense of appreciation, no consideration for the feeling of others; and where there is no sense of appreciation, you will also find no sense of justice.

* * * *

Good speakers, paid or otherwise, might arise to tell the world what a grand, great service this Industry is to life, but this service will be shattered, this Industry will destroy itself if it does not build up a system of ethics within itself which will serve it as a foundation upon which it can stand. The "pep" spirit should not be confused with the idea of "putting something over" at the expense of someone—value for service is good business.

* * * * *

The glory of Egypt, of Greece, of Rome, of Germany, where has it departed? The ideal was the building up of an Empire at the sacrifice of the individual; and although Life apparently appears to be interested in the achievement of the whole, regardless of the individual, Life proves to those who have understanding that the sacrifice of the individual means the destruction of the whole.

* * * *

An Empire, an Industry, are only as strong and as mighty as their units, their individuals. We have observed with Empires that one Tyrant can upset, or lose an Empire its dominion. We have observed in our Industry that one individual can tear down all the good-will which we have built up with the public, that one individual can destroy all the unity which might prevail within the Industry.

Let no man discount the power of his fellow-man either for good, or evil. And let those who have power realize that even a "blinded Samson" pulled down a Temple upon his mockers.

* * * *

THE DIGEST'S affiliation with the Exhibitors' Daily Review is an advantage to the Canadian Industry which can only be judged when this affiliation begins to function. It establishes an Eastern contact through a New York office for The Digest and a Western contact through the Chicago office of the Exhibitors' Daily Review. This paper has for many years established its weekly on a policy which treats every man alike, no preference shown except to those who are sincerely attached to the interests of the Industry as a whole. The Digest is happy at its affiliation, which leaves the policy of The Digest as unfettered as it was previously, but gives us an opportunity for a wider range of vision.

* * * *

With the entire Industry in Canada represented and all interests protected and considered, we should be in a position to be of invaluable service. With the understanding which we have of the exhibitors' angle and our knowledge of what the producers desire, we hope to utilize the power and persuasive qualities of The Digest towards the creation of a platform upon which our Industry in Canada can stand. Analyzing the fundamentals which govern our Industry we find that the differences of opinion and desires are not so widely separated. It is natural for the exhibitor to wish good product at fair price and natural for the distributor to secure the best price possible for his product. This rule is not restricted to our Industry but is the underlying motive of all Trade and Commerce. The details in connection with this trading need simplifying so that the exhibitor and distributor, and back of each the producer, are equally protected.

We have found in personal contact with the various units of our Industry that they are prone to grow hysterical at conventions and promise you even an insurance upon their life, but when the "party" is over, each unit figures out what is best for their business; and that is the ruling power which drives every bargain. This business could establish itself more solidly and with less heart-ache and confusion if a bonus was given, not to the salesman who put over the greatest number of sales, but to those salesmen who receive at the end of a play season a letter from those exhibitors with whom they have done business, that the contract has been fulfilled according to specifications, honourably.

The man who sells what he can deliver is the only salesman who should be adjudged an asset to a business, and the business which stands upon this kind of a foundation is the business which no one can prevent from growing, it establishes that confidence which is its silent and invincible salesman.

* * * *

Much conjecture as to the programme of the M. P. T. O. A. Convention is in order, who will be selected for office, the retirement of Sydney S. Cohen and the policy which will be adopted.

The contract issue, if fought out upon the floor, will consume a good deal of time and leave the delegates no further off, since the disputed points have already been selected for adjustment.

* * * *

It happens in life that certain men are gifted to bring about adjustments and others with as good a "kick" as the other fellow just do not manage to "sell" themselves as an arbitrator. The statesmanship quality, the "weight," not avoirdupois, but mental weight and magnetism being deficient. Before a proposition is given up as impossible of arbitration, it might be advisable to readjust your committees, substituting some other personalities which might just secure the concessions which your committees desire. I cannot help but think that the business of buying pictures and selling them is simple and that the complications in connection with the contract are unnecessary; and that a few men, sincere in their desire to give the party of the first part and second part an equally square deal, should be able to clear up the trouble. Here are two units who wish to sell and buy, the motive behind their "get to-gether" is a business motive, it is a hundred per cent desire. It might prove advantagious for each committee to meet with the idea of giving the other fellow a bargain, such a disposition quite frequently makes the other fellow realize an obligation and be very keen about returning the courtesy and service. Giving away a bit of your present to collect future dividends is a lesson which this Industry has not yet caught up with. It belongs in the University of Industry and Enterprise and I fear me much that among us we have a great number who are not even ready to matriculate. Talking about universities and matriculation reminds me of a true story which had to be experienced to be believed. A certain exhibitor was quoted in connection with a picture, "O death, where is thy sting?" The star of the picture having died soon after its completion. Since the average exhibitor associates the word "stink" and "rotten" with poor pictures, and since "rotten" and "stink" are more or less "sisters under the skin," the exhibitor repeated the quotation as follows, "You are right, Death where is thy stink?"

It took sometime to explain to this good-natured exhibitor that "sting" was associated with a bee; Louis Rosenfeld even "buzzed" a little for the exhibitor to emphasize the stinger, but regardless of this knowledge which "matriculates," the exhibitor went away with the idea that the picture had a connection with "stink."

—RAY LEWIS.

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Make Them Feel Cool Looking at "The Sea Beast"

WARNER'S have the right idea in presenting "The Sea Beast" at this time of the season when all thoughts gently and strenuously turn to the sea, lake, any body of water that is much wet, in order to take a dip. Can you imagine how comfortable audiences will feel looking at that tempestuous sea, which continuously rears a sea-serpent head, dashing its prey almost upon its viewers, drenching the players, and making the audience feel cool and comfy, despite the warm temperature outdoors which might be prevailing. The very posters and pictures advertising the picture, with its sea scenes is sufficient to act as a ballyhoo to draw them in.

We have already commented upon the finesse of this production, its universal appeal, the magnificence of the Barrymore interpretation. To own a few pictures like "The Sea Beast," with its cast; would influence your editor to cease editing in the exuberance of feeling, "The world is mine." And now to continue our Warner story, which is fact and not publicity, although every boost is much better as a functioner for promoting business than the boost which is credited to a knock, we wish to compliment Warners on their slogan of "Who put the 26 in 1926?" Who ever is responsible for that idea should be "crowned," not in its "roughneck" interpretation, but crowned with an increase in salary. It's a real, live baby; in conjunction with the 26 Warner Winners. I wonder if my old friend, Sam Morris, "thunk" it out, or if the idea sprouted full-armored like Minerva from the head of Jupiter, from one of the Warner heads? Since it belongs to the organization it does not much matter who is responsible, only that we are talking about appreciation in this issue; and here is an idea worthy of appreciation.

I had to use both hands to hold the book of words announcing Warner Winners. It's all dressed up and knows just where to go, one came to me. Monte Blue in "The Brute" under the direction of our "Sea Beast" famous personality, looks very promising. We are going to talk some more about it when we get a little more time to peruse and digest, so far we have taken in authors, directors, players, they are recruited from the best; and since all our big companies have "best" as their goal, the pace of excellence, of competition is going to present the exhibitors with a season possibly unrivalled for sheer merit and box-office values.

Twelve Gold Bonds Selected As Gilt-Edged Securities

THE selection of the material under the caption of Gold Bond was made by officers of the F. B. O. after the survey of stories available for purchase had been made; and those selected which had both 'drawing names' and adaptability possibilities which would add to the lustre of the author's reputation when produced as pictures, the cast added to these other assets make the Gold Bond Specials a promise easy of fulfillment.

"Laddie," by Gene Stratton-Porter, is backed up by the author's tremendous following of readers. Her novels have been exceedingly popular and "Laddie," one of the most popular, has been read and re-read by millions.

"The Magic Garden," also by Gene Stratton-Porter, was the noted author's last work, having been completed just before her death. It will come in for nation-wide pubicity in the Fall when it will be published as a serial in McCall's Magazine and in book form by Doubleday, Page & Co. The picture will be released at about the same time.

"Hello Bill" is said to offer one of the greatest tie-ups in the history of the film industry. Its title is the friendly salutation of the Elks. If you are an Elk we don't have to sell the idea, if you're not, you want to be and if you don't care about the mysteries, you're interested in what happens to the rest of humanity, so "Hello Bill" with its idea sells the world.

"Her Honor the Governor," with Pauline Frederick is good for twenty million women voters.

"Mother," by Kathleen Norris, with its universal appeal, needs no comment.

"Bigger Than Barnum's," a big circus picture that just teems with exploitation and is backed up with a cast that includes Viola Dana, Ralph Ince, George O'Hara and Ralph Lewis. A picture to "circus" like a circus.

"Kosher Kitty Kelly," an international stage hit based on the most popular theme of the hour in the amusement world—the Irish-Jewish angle. Not only has the play enjoyed successful runs in New York and Chicago, but for nearly two years two companies have been touring the country, making 'Kosher Kitty Kelly' known from Coast to Coast.

The remaining Gold Bond productions, "Tarzan and the Golden Lion," "Her Father Said No," "Rose of the Tenements," "Breed of the Sea" and "The City of Shadows," all by writers of renown, also have excellent exploitation possibilities which are being thoroughly worked out.

Government Issues Booklet Introducing Its Pictures

A highly illuminating booklet of 32 pages has been issued by the Canadian Government as a catalogue for the 400 releases of the Government's Motion picture Studio at Ottawa, of which R. S. Peck has been the director for the past four years.

The many one and two-reel releases comprising educational, historical, industrial, Arctic, natural resources, wild life, railway and other subjects, are listed under their respective classifications.

There is also a page of information regarding the Society of Motion Picture Engineers of which Mr. Peck is a governor, while other pages are devoted to a description of various sizes and types of film stock, advice regarding the care, use and shipping of moving pictures and a dictionary giving the names and definitions of equipment and processes around a moving picture projection booth.

Announcement is made that the booklet is being distributed in many countries. Incidentally, the direction obtained in the United States for Canadian Government releases is outlined.

Government Holidays Help Ottawa Exhibitors

Exhibitors of Ottawa, Ontario, have been enjoying the benefit of a series of Government holidays to a greater extent than those of any other city in Canada. First of all there was Ascension Thursday, a holiday being declared by Premier King for the 12,000 civil servants of the city. The Roman Catholic schools were also closed on that occasion. Queen Victoria's Birthday was generally observed on May 24 and then there was a Government and school holiday on June 3, King George's Birthday.

When a Government holiday is declared, the leading exhibitors of Ottawa do not charge evening prices for the afternoon shows because the day is no different to those not employed by the Government, yet the matinee crowds are exceptionally large.

Governor Al Smith Booster for Pathe Pictures

Governor Al. Smith of New York is a consistent booster for the product distributed by the Pathe Exchange, Inc. The Governor sees many of the pictures in Pathe's big line-up of features, short subjects and novelties at special screenings at the Executive Mansion in Albany. Last week he witnessed a showing of "The Devil Horse," the Hal Roach special feature with Rex, the wild horse, which was filmed in the wilds of northern Wyoming. The Governor was enthusiastic about the entertaining qualities of "The Devil Horse."

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Internationally Known Stars To Appear Pathe Comedies

Pathe are introducing a new phase in short subject development with the presentation of well-known stars as the featured players. To secure a Pathe comedy now means to secure a box-office name to draw attention to two reels of laughter designed for the purpose of dispelling the cares of the tired business woman, which is bound to react to the advantage of the "tired business man," who will no longer be tired.

Alice Day and Clyde Cook share two-reel comedy starring honors on the Pathe short feature schedule for the week of June 6th. Miss Day appears in Mack Sennett's "Puppy Lovetime" and Cook in "He Forgot To Remember," made by Hal Roach. Other releases of the week are "The Big Idea," a single-reel Roach reissue with "Snub" Pollard; chapter seven of the Pathe-serial, "The Bar-C Mystery," "The Big Street," one of Aesop's Film Fables; Topics of the Day No. 23, Pathe Review No. 23, and two issues of Pathe News.

"Puppy Lovetime" presents Alice Day with a cast including Eddie Quillan, Danny O'Shea, Ruth Taylor, Mary Ann Jackson, Joseph Young and Patsy O'Byrne. Eddie Cline directed this Mack Sennett two-reel comedy.

"He Forgot To Remember" presents Clyde Cook with a cast including Noah Young, Yorke Sherwood and Blanche Mehaffey.

"The Big Idea" is a Hal Roach single reel re-issue with "Snub" Pollard in one of his funniest comedies.

"Back From the Missing" is the title of the seventh chapter of the Pathe-serial, "The Bar-C Mystery" starring Dorothy Phillips.

Pathe Review No. 23 offers: "Where East Meets West," Japan meets America in Hawaii; "Princeton" college in Pathecolor; "Where Fishes Flourish," scenes of a California hatchery of rainbow trout.

"The Big Retreat" is one of Paul Terry's animated cartoon creations of the Aesop's Film Fables series. Topics of the Day No. 23 presents the latest wit and humor from the press. Two issues of Pathe News complete the June 6th schedule. The Pathe schedule calls for comedies with Lionel Barrymore, Theda Bara, Mildred Harris, Mabel Normand and other names equally as well known.

Digest Subscriptions

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Producers' Distributing Corp. Product Looks Like a "Who's Who"

WHEN you read the names of the players, authors, directors and titles in the Producers' Distributing Corporation's New Season's offering, you feel as if you had stumbled upon an edition of "Who's Who" in our Industry where only "Class A's" are eligible for mention.

The query is asked "What makes great pictures?" inquestionably the director. For if we descend from the sublime to the ridiculous in search of an analogy we will find that "good food is often spoiled in the cooking."

True a genius of direction is seriously handicapped by having material too unwieldy to handle, but we have experienced the thinnest kind of a plot made grandiose upon the screen under the wizardy of an able director; and we have also seen a story's possibilities ruined through poor direction. Combine the material and the directorship, add to this the necessary adequate cast, capable of expressing the interpretation of the director, who in turn should be blessed with an ability to interpret the author's conception; and the three qualifications which tend towards the success of a picture have been taken care of.

Cecil DeMille has established a reputation in this Industry of box-office value. One might place him among the pioneers responsible for the "dressed up" picture, the society angle. Cecil DeMille is probably more responsible for the interior decoration of the Movie Fans' Home than the artist called in for professional consultation.

Nor is his field limited by this phase of humanity, "The Ten Commandments" registered his ability to handle any theme.

Al Christie has made box-office values also, as has Rupert Julian—Geo. Melford —Ralph Ince—Wm. DeMille, a few names picked at first glance from the list of producers' directors.

It would be difficult to select authors' names for comment, since each enjoys a particular niche in literature all their own; and the popularity of each has established followers in every man's country, where literature and fiction, where motion pictures are known.

Labor and Casino Working Again In Unison

The Casino Theatre, Ottawa, is once more in good standing with organized labor in the Canadian Capital. The expired agreement between the owner, Fred Leduc, and union representatives was renewed May 28, three unions being involved, the musicians, moving picture operators and stage hands.

During the labor war which was staged while the theatre was on the so-called "Unfair" list, the unions had placed pickets in front of the house and a parade or two of workers proceeded in the vicinity of the house. Counter pickets, bearing signs boosting the theatre, were placed on the street by the theatre management and there was plenty of repartee between the two sides.

Mr. Leduc signed for the Casino while the union representatives who signed were L. Goold, Romeo Marcil and William York.

Loew's London Ontario To Pay Dividend On Common Stock

Shareholders of Loew's London Theatres, Limited, London, Ontario, learned at the annual meeting of the company on May 19 that dividends on common stock would probably start shortly, the company having made excellent financial progress during the past year.

Announcement was made that the deficit of $11,089, reported on January 3, 1925, had been wiped out and a surplus had now been carried to the balance sheet of $196, after paying preferred dividends of $23,618. The mortgage on the London Loew house was reduced during the past year by $26,000. and was shown at only $28,000. Since the beginning of the new year, this mortgage had been further reduced to $16,000. During the past three years the mortgage had been reduced from $80,000 to $16,000.

Operating revenues, less expenses, amounted to $79,326. After deducting mortgage, interest and various other disbursements, there was left a profit of $38,765 for the profit and loss appropriation account. The reserve for depreciation amounted to $19,143, bringing the total depreciation reserve to $96,476. The rent assets were shown on the balance sheet at $21,365, including $19,605 in the bank and $1,700 cash on hand. The board of directors was re-elected for the ensuing year.

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"THE BIG PARADE"

(A RAY LEWIS ANGLE)

IF Canadians desire a concrete idea of "The Big Parade" from its comedy angle, one could refer them to the best scenes and titles in "The Better 'Ole." Take these laugh-getters as a beginning and add to these the flavour of a very-well directed and equipped picture, almost peerless, a tremendous love appeal; and a cast of superlative quality which keeps up the tempo in the civilian life set by the war scenes and you see "The Big Parade." If you remember, in connection with "The Better 'Ole," when you took Bill back home to his "Maggie," the handling of these scenes made you long for a curtailment of Bill's furlough; and for the war environment. "Maggie" was "the limit" as was also her home and acting.

When "The Better 'Ole" was made it was produced with the hope of securing world distribution. If this hope was not entirely fulfilled it might have been occasioned by the fact that it was not due to the particularly British spirit of the picture, but that one had to be British to forgive "The Better 'Ole's" short comings. From a comedy angle, it was humour magnified, humour that made you laugh until you cried, from a production standpoint, it was no "King Vidor." England has advanced far from "The Better 'Ole" standard, and when this picture was released, I heard no criticisms about the "comedy of war," nor a protest against the revelation of its ghastly realities. I heard, nor read, no criticisms voicing a protest that the heroes of "The Better 'Ole" were far removed from the upper class, the gentility, that they were picturized as "cockneys." I heard no protest in connection with the omission of "Our Noble Allies." But in connection with the release of "The Big Parade" in London, England, we again hear that worn-out cry, "we won the war" hurled at America because they give us an American "Better 'Ole" following the British one which came from England.

The protests are not British, they reveal a foreign flavour. They smack of politics and they have about them the stench of "tainted money." The British sportsmanship spirit has made The British Empire distinctively British, as it has made it an Empire among Empires. Such pettiness, such lack of sportsmanship could not be born on English soil and the offspring of Britishers, unless pollution has fastened upon us in the nature of a leprosy of Trade Jealousy.

Art knows no race, no religion, no country. Mankind has used its own particular God, its Flag as Servants of its desire, but Art has never been completely prostituted, it has been honoured, respected and courted as the hand-maid of Humanity.

It is about eight years since the Armistice stopped the best example of "Man's inhumanity to Man," in an age which boasts of higher civilization. The League of Nations since then has been endeavoring to establish peace, not only between "Our Noble Allies" and The Enemy, but between "Our Noble Allies." Does that answer who won the war? Take a summary of the devastated homes, the orphans, widows, the known and unknown dead, the physically and economically war-born dependents, the shattered ideals, the crucified gods and say is War an offspring of Heaven or Hell, is war evolutionary, or the open door to Man's degeneracy?

To be "touchy" because one of "Our Noble Allies," who really did "their bit" counted from a war standard, produces a motion picture which is essentially and intentionally American without showing the part played in the war by the British is a new phase of British modesty. Surely the Britishers are not becoming so foreign that they desire to apply the American slogan "It pays to advertize," to the glory and pity of Flanders' Field? And if there appears to be still any room for doubt as to "Who won the war," ask Germany's noble ally, "The German Mark." O the dollars and the pounds it took from every man's country, I ask you, Britishers, have you not discovered that War is Greed, would you, along with the rest of the world's players, still dress it in the Armour of Honour and Chivalry? Poison Gasses, Big Berthas, Submarines, Aeroplane service for the dropping of bombs upon cities of women and children; the men having left to become worms' meat.

Our Father Which Art in Heaven, Descend to Earth in Thy Great Compassion, for the Enlightenment of Thy Humanity! Go to, thou British Spirit of Fair Play. Do not shame me.

CLASS A

"THE BIG PARADE"

Laughter, tears, love, war, life, humour, pathos, imagination, reality, pity, terror, humanity, these properties of Mankind are utilized in "The Big Parade" magnificently.

Just enough war to show the madness the heroism that inspires a uniformed Son of God to dig a bayonet into another Son of God born under another flag. Just enough war to show you that war is the poorest game for sportsmen in the world, a cowardly, sneaking adventure where cannons and machine guns, snipers and spies lie concealed ready to extinguish that precious flame of life from, what has for the convenience of war been distinguished as, The Enemy.

Just enough war to show you the gameness of simplicity; and that Death may still, but never break the spirit of humanity. Just enough war to show you that men are men and women are women, that Love is no respecter of war, nor is Love the servant of custom, respectability, nationality. Love is the Conquering Hero who has only a sense of the harmony of arms wrapped around a body dearly desired. Lips tremblingly seeking for their content upon lips.

"The Big Parade" takes you to the War, leaves you there and brings you back with an equal balance, save that the building up process steadily continues, each phase taking up the tenseness, the momentum of the interest until "The Big Parade" passes, leaving its spectators with such a revelation of truths half-known and now full-blown that they must needs think and think, talk and discuss "The Big Parade." It is a pleasure to discover that what has been said about this picture by the Metro-Goldwyn-Mayer family has neither been over-stated, nor over-estimated.

The picture is so big in its idea and its handling so human, so near to our hearts that like our most precious possessions it is almost too difficult to express our admiration. King Vidor gave the world in truth a motion picture masterpiece; and now coming down to what the exhibitor wants to know in relationship to his box-office, Barnum has no monopoly on 'the greatest show.' It's real dough, boys, real dough. Don't forget John Gilbert, who is the hero "doughboy" and a human, likeable, natural Jim, and Slim, played by Karl Dane whose performance stands out as marked as Ernest Torrence's in the "Covered Wagon." "Bull," played by Tom O'Brien, Hobart Bosworth as the father of Jim. Rosita Marstini as the little French girl's mother. Mrs. Apperton, Jim's mother, played by Claire McDowell, who must be given credit for holding up the climax of "The Big Parade," towards the finale, which in less capable hands might have "come a cropper." Surely her scene with her returned boy, in her arms, is one of the big moments of this picture; and Renee Adoree, which I have left, like the children do, for the last, because I loved her the best. What a type for Melisande, the little daughter of France. Whoever is responsible for her selection for this part showed a judgment par excellence. To my way of thinking "Renee" and "Slim" just about march away with "The Big Parade," and regardless of "Who's Who," if the exhibitors wish to capitalize on values play them up big.

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Delegates Leave Toronto for Los Angeles Canada Has Splendid Representation

AT the eleventh hour, as it were, your editor, although elected a delegate to the Los Angeles Convention, was unable to leave with the Canadian delegation which left Toronto on the 25th of May.

Mr. J. C. Brady of the Madison, Harry Alexander of the Park, S. Bloom of the Danforth, Christie and Mavety Theatres, Mrs. Bloom of the Academy, A. Pollokoff of the Kingwood and George Lester of the King Theatre, all Toronto exhibitors, are now in Los Angeles joining in the general good work which promises to be accomplished in that city where "pictures are grown." Canada has always had a splendid representation and the selection of the delegates this year has been handled with the same degree of care although several other prominent exhibitors of our association were nominated, but on account of business unable to take advantage of their nomination.

The following telegram was forwarded to the Los Angeles Convention:

J. C. Brady,
Ambassador Hotel,
Canadian Delegation.

"Please express my regrets to our Canadian delegates at inability to be with them at Convention Stop Wish you all a happy visit Stop I know Los Angeles will treat you right Stop Tell this city of glorious sunshine and prosperity that my disappointment is only bearable through the knowledge that my visit has only been postponed Stop Say a big word for Canada in which we have one gold mine producing more gold annually than the State of California which even Los Angeles will admit is a golden condition of prosperity Stop Tell the producers to send us their best pictures Stop Canada is famous for the wearin' o' the green and everybody admits there is nothing too good for the 'Cohens and the Kellys' Regards."

(Signed) RAY LEWIS.

Another wire from your editor was addressed to President Woodhull, M. P. T. O. A. Convention, Ambassador Hotel, Los Angeles:

"Regret unable to be with you at Convention Stop Best wishes for the election of your most powerful men to office and the adoption of a programme which will prove of great service to our Industry and the public."

(Signed) RAY LEWIS.

The "Cohens and Kellys" Stand Them Up Imperial, Ottawa

Business has been increasing at a fine rate at the Imperial Theatre under the new manager, J. T. Moxley, the theatre front, lobby and other parts of the theatre have been redecorated. There are queues at the entrance almost every night in the week. Several nights during the recent presentation of "The Cohens and Kellys" there was a queue easily 150 yards long and three abreast. It was the best standout in Ottawa this season.

Manager Moxley is very particular about his shows. Last Saturday he cancelled a novelty act on the spot when it did not measure up to standard, this act having been booked as an added attraction. The act did not play through its first presentation before it was stopped and withdrawn.

Montreal Exhibitors Appeal For Removal Seat Tax

Practically every exhibitor in Montreal, Quebec, was included in the big deputation which waited upon the Municipal executive committee in the commission chambers on May 19 to lay a request before the city fathers for relief from the civic seat tax.

The case was laid before the Administration by several speakers who pointed out that Montreal exhibitors were paying a greater seat tax than was found anywhere else. Montreal theatres pay 85 cents per seat per year, to the city government and, in addition, an annual tax of 50 cents per seat is paid to the Quebec Provincial Government, making a total annual seat tax of $1.35. This was considered very high, particularly in view of civic assessments on property and business, Government profits tax, tax on dividends, poster fees, censor fees, sign taxation, taxes on equipment, etc., apart from the civic amusement tax which the general public paid on admission tickets of about 10 per cent.

The executive committee of the city promised to take the matter under advisement and grant relief if possible.

If a "Great" Picture is Box-office "She" is Great

I think the Hippodrome Theatre lost a good bet in "She," that British production with Betty Blythe, Carlyle Blackwell and Marie Odette. Betty is closer to the Queen of Sheba than she has ever been. She has as little on and what is uncovered is very pleasant to behold, in addition to this allurement, which verges upon the naked truth without being obviously naked, Betty looks the part and acts it particularly well. Carlyle Blackwell gives an adequate performance as Kallikrates and Marie Odette is sympathetic and alluring in her interpretation of "She's" rival. The pictorial atmosphere could not have been improved even with all of America's picture-millions at its disposal. It is a picture which will create talk and with Betty and Sir Rider Haggard to draw them in the first night, this comes perilously close to a classification A. The flaws are slight, a bit slow at the first, but with a steady building up of suspense and interest. Perhaps the death at the first might have been avoided and I think it a mistake to have played the scene of the "risky crossing" over the "bottomless gulf" for other than an intense building up to a glorious climax. The comedy incidents of "crossing" were a mistake. Aside from these alleged flaws, there is one bit which can be easily eliminated, it creates a laugh where a laugh has no business to be and this is the scene where "Holly," the friend of our hero is overcome at witnessing "She's" love scene with her selected lover. I think "She" is a good bet for any kind of a house and for those houses which make "presentation" a feature, its possibilities for a prologue are particularly inviting and possible. Those who remember Betty in "Chu-Chin-Chow" will forgive all her sins of omission for her glorious "She." As a money-getter, I know few better than "She."

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"The Midnight Sun" Shines Upon Celebrities

At the Colony Theatre, New York City, last Friday night, Universal replaced "The Flaming Frontier" with "The Midnight Sun" and the occasion was a gala night, with many distinguished guests present among the audience. Universal herald "The Midnight Sun" as one of their big pictures, the costs of production are very evident. Adapted from the novel by Lauridas Braun, the plot centralizes around the adventurous career of an American girl in Russia before the country deposed its Czar. Laura La Plante, Pat O'Malley and George Seigman are intrusted with the principal roles. "The Midnight Sun" replaced "The Flaming Frontier" which had a three week's run and which earned such well-deserved praise and patronage. The press speak of "The Flaming Frontier" as a glorious super-Western "throbbing" with dynamic vitality and dealing with the period contemporary with Custer's Massacre. "Custer's Last Stand" world-famed in portraiture is one of the big moments in this picture.

Hoot Gibson, Dustin Farnum and George Fawcett have roles particularly adapted to their virile style.

Both these pictures, "The Midnight Sun" and "The Flaming Frontier" give Universal a splendid break as to fulfillment of big promises for big pictures.

Paramount's Fifteenth Birthday Party Gathers in Exhibitors

Theatre Managers Across Canada Attend Conventions Held in Key Centres

Exhibitors from all parts of the Maritime Provinces gathered in St. John, N.B., May 26th and 27th as guests of the Famous-Players-Lasky Corporation in the first convention of its kind ever celebrated in St. John. Morris A. Milligan accompanied by W. J. O'Neil, of the Canadian forces, states that about one thousand Canadian exhibitors have met in this manner since the introduction of the Paramount Birthday Parties. The idea back of these celebrations is the familiarizing of Famous representatives with new product and the plans for release which takes place early in September.

Those who were present at the St. John gathering were as follows: J. F. O'Connell and L. R. Archer of Halifax; Fred W. Winter of Moncton; D. P. MacDonald, Sydney; E. R. Lynn, Sydney; L. Wener, Glace Bay; D. L. Frazer, Bridgewater; Eugene Chaplin, Newcastle; George Laporte, Edmudsdon; L. G. Babineau, Chatham; James Power, Halifax; W. G. Gazley, Campbellton; E. J. Gallagher, Charlottetown; F. Andus, Amherst; C. G. Frazer, Truro; W. W. O'Fenety Fredericton; R. R. Kerston, Grand Falls; Charles Staples, St. Stephen; E. A. Neal, Woodstock; G. N. Fielding, Kentville; E. A. Given, Sussex; J. W. Smith, St. Stephen; L. Auspland, Fredericton; W. R. Cann, Yarmouth.

Another festive board was spread in Winnipeg around which exhibitors from New Ontario, Manitoba and Saskatchewan gathered. Marborough Hall was the scene of this festivity. Col. Van McLean, Deputy Mayor, welcomed the guests after which General Manager Milligan of Canada gave an address. Al Ritchie presided at the luncheon and H. M. Thomas was toastmaster at the evening banquet. P. W. Mann shared honours with Mr. Thomas as toastmaster. The visitors outside of Winnipeg were William Hansher, Western Divisional Manager, Vancouver; Ken Leach, Charles Straw, Brandon; Mr. & Mrs. Jerry Pebbles, Dauphin; E. J. Bessler, Yorkton; R. F. Thompson, Gretna; F. W. Mellon and C. W. Taylor, Portage La Prairie; A. Robson, Fort William; Walter Davis, Metropolitan; Mr. Kerr, Neepawa; Mr. Kennedy, Selkirk; P. Butterworth, Minnedosa; E. Lynch, Regina; J. E. Riseman, Port Arthur; Mr. Kendall, Morden; Major Graham, Regina; Mr. Sutherland, Weyburn; Mr. Leyden, Birtle.

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We Don't Have to Talk Our Pictures Speak for Us

R A. Rowland General Manager of First National, Believes in "Bringing Home the Bacon." Let the Pictures Talk

In a recent interview with R. A. Rowland, General Manager of First National, Mr. Rowland states that the time has arrived in this Industry where the only talk which will be listened to is the "talk" of the pictures. Silent pictures which will speak eloquently at the box-offices of theatres.

"We don't have to talk. The pictures speak for us. Any human eloquence sinks into insignificance in comparison with the box-office values of stories, stars, producers, directors, authors and featured players contained in the Banner Group of seven specials and 52 big pictures.

I predict that the coming year will be the biggest in First National Pictures because First National Pictures, more than ever before, will be the ones to make big money for exhibitors. In making this statement I am giving due consideration to what exhibitors have told me about the money-making power of our past offerings and the spectacular returns of some of our big pictures like "The Lost World," "Abraham Lincoln" and "Irene."

Ahead of us we have June Mathis' "The Greater Glory" which has had its box-office baptism to astoundingly pleasant results. Then there is "Men of Steel" which, upon previewing exceeds every hope we had for this Saturday Evening Post story with Milton Sills and Doris Kenyon. In "Rhoda Fair," re-named "Sinners in Paradise," June Mathis has an unusual story to work with, one of tremendous heart appeal and unusual atmosphere. Balboni will direct and we have big expectations of him. Another special will be 'September Love,' from Frances Hodgson Burnett's "The Head of the House of Coombs." Rupert Hughes' splendid story of the ring, "The Patent Leather Kid" is another prospective special that should draw big money for exhibitors. Robert Kane will contribute two specials. He never talks about his pictures in advance but he has never failed to deliver box-office values.

Norma Talmadge, at the height of her popularity, will contribute to next year's schedule while Colleen Moore, flush from the unbounded success of "Irene," will have a series that includes "Delicatessen" and "Twinkletoes."

Constance Talmadge will give sparkling comedy, including "Silky Ann." Corinne Griffith is working on 'Ashes' which is included in next year's releases and which now looks like her strongest box-office story.

Milton Sills, in addition to his starring part in "Men of Steel," will have "Men of the Night," adapted from "The Legionary" as the first of a series. Through Inspiration Pictures, Richard Barthelmess will offer "The Amateur Gentleman" and "Four Feathers," providing two roles splendidly adapted to him. Harry Langdon, firmly established as a leading feature length comedian, is responding to success with every indication of making the best comedies of any day. "The Yes Man" is to be the first of his series on the Banner Group. Johnny Hines, through C. C. Burr, will contribute "The Mayor of New York," "The Million Dollar Bet" and "Kid Gloves." The new series promise to make him more popular at the box-office than ever. Leon Errol will contribute 'The Lunatic at Large' and a series.

Behind these specials and starring pictures is a long series of director produced, all-star photoplays that comprise the strongest line-up First National has ever had.

I am confident that our expectations will be realized in every respect and that when the Banner Group has been shown to the last foot, exhibitors will concur with us in pronouncing it the greatest box-office group of pictures that any company has ever presented at any time.

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Emory Johnson Starts On First for Universal

EMORY JOHNSON'S first Universal Jewel production to be made under the contract just signed with Universal will be "The Fourth Commandment." Both story and continuity will be written by the director's mother, Mrs. Emily Johnson, whose successful stories and continuities have supplied the material for many Emory Johnson hits, such as "In the Name of the Law," "The Third Alarm," "Westbound Limited," "The Mailman," "The Spirit of the U. S. A.," "Life's Greatest Game" and "The Last Edition."

Belle Bennett, whose recent work in "Stella Dallas" has won undying praise for her, has been selected to play the leading feminine role in "The Fourth Commandment." Other members of the cast are yet to be chosen.

The pictures to be made by Johnson for Universal will follow the sure fire formula he has used so successfully in the past—homely stories of real people, with melodramatic punch and 100% exploitation values. Of the nine pictures he is expected to do for Universal, some will deal with working men, their romances and their trials, while others will be along patriotic lines, dealing with the Army Navy or Marine Corps. The productions will have all star casts and will be produced on an ambitious scale—being super-thrillers of an improved variety such as Universal is best equipped and trained to make.

Henry McRae, director general at Universal City, is putting the entire production facilities of the big studio plant behind the Johnson unit and no expense will be spared to enable Johnson to outdo his former pictures. "The Fourth Commandment" will be a showman's picture, behind which Universal will launch an advertising, publicity and exploitation campaign of gigantic proportions.

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"Wise as a Serpent Harmless as a Dove"

The Digest is in receipt of telegrams from leading exhibitors in Canada, in the United States, producers and distributors also, congratulating The Digest for the dropping of its suit, which we will publish in a coming issue. The Digest feels that its policy has been always to protect the Industry and a disposition to listen to "its elders" when wisdom came from their fount. We have of course found that the "wisdom from the mouth of babes" holds good also. Any unnecessary publicity which discloses anyone in our Industry in an unfavorable light cannot help but prove to the disadvantage of the entire Industry. It is not necessary, except in extreme cases of emergency, in defence, to attract to ourselves the attention of that public which is always ready to see "some body carried out" and looks upon the "drawing of blood" with relish. Some have labored under the impression that The Digest was a "Bolshevik," that like the Irish The Digest is just "naturally agin'" anything that one can be "agin." The Digest is by nature peaceable, with a tendency to wave that palm leaf, that olive branch whenever anybody starts a fight, but having been given a bone to chew upon in the cradle, from which some of the red meat had not been removed, The Digest enjoys "cracking a nut," figuratively and literally speaking when that "nut" deserves a bit of cracking. Outside of this inclination we endeavor to be "as wise as a serpent and as harmless as a dove." It is a Biblical philosophy, we still feel young enough to believe its a good philosophy to follow since it is in the Bible. And since we are talking about ourselves we might as well finish the whole business. About six months ago your editor found it necessary to curtail her interests somewhat in The Spotlight, officiating as a contributory editor until such time as The Spotlight was in a position to carry on without her services. With the affiliation of the Exhibitors' Daily Review, your editor finds that the increased volume of The Digest will take up all of her time; and will now write exclusively for this publication, severing her connection with The Spotlight, which passes to other management.

* * * *

The subscription to The Digest will be five dollars yearly and will contain all those qualities which made friends for Ray Lewis in the past. If it is necessary to make enemies, through telling the truth about what we discover, we hope that those involved will occasionally read the Bible long enough to imbibe the spirit which recognizes truth for what it is worth and an attitude which will never be less than a friendly enemy.

Carl E. Milliken Speaker International Kiwanis Convention

Carl E. Milliken, former Governor of Maine and now secretary of the Motion Picture Producers and Distributors of America, Inc., is scheduled to give an address on the importance of Moving Pictures as an Ally to Peace at the annual convention of International Kiwanis at Montreal, Quebec, on June 8. This address is listed as one of the important features of the convention which will attract 10,000 delegates and visitors from all parts of the United States and Canada, it is predicted.

Amusement Parks, Hull Running Free Pictures

Two of the outdoor amusement parks of Hull, Quebec, are making a big specialty of free moving pictures as an attraction. The Royal Park, Hull, announced no less than 12 reels of pictures for the week of May 24. Luna Park made a similar announcement, pointing out that all its pictures were comedies. M. S. Phillips is the manager of Luna Park, where the screen has been set up in a grove of trees. J. Bassio is the manager of Royal Park.

Associated Screen News Authorized Capital $750,000

The Associated Screen News has been incorporated under the laws of Canada with an authorized capital stock of $750,000 with headquarters at Montreal, Quebec. This company has been operating for years under the managership of B. E. Norrish, formerly head of the Canadian Government studio at Ottawa. It is closely linked with the Canadian Pacific Railway, prominent steamship companies and other enterprises.

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CANADIAN MOVING PICTURE DIGEST

Vol. 18, No. 6. TORONTO, CANADA June 12th, 1926

THE PARADE OF HITS IS ON THE WAY!

LA BOHÈME Lillian Gish, John Gilbert. King Vidor. 4 Months at $2, Embassy, N. Y.

MARE NOSTRUM Rex Ingram. Alice Terry, Antonio Moreno. By Ibanez.

THE MAGICIAN Rex Ingram. By Somerset Maugham.

TWELVE MILES OUT John Gilbert. William Anthony McGuire's Broadway melodrama.

3 LON CHANEYS Lon Chaney, star of "Unholy Three," "Blackbird," "The Road to Mandalay" in three big Chaney hits.

ROMANCE Ramon Novarro. Joseph Conrad's classic. There will be another **Ramon Novarro** picture.

FAUST UFA special. Emil Jannings. Director, F. W. Murnau. Produced at fabulous expense.

THE WANING SEX Norma Shearer. Robert Z. Leonard, director. Fred and Fanny Hatton, authors. Lew Cody, Renee Adoree, Sally O'Neil.

FREE SOULS Norma Shearer. Director, John M. Stahl. Adela Rogers St. John, author. Widely serialized.

UPSTAGE Norma Shearer. Monta Bell, director. By Walter De Leon.

POLLY OF THE CIRCUS Norma Shearer. Tod Browning, director. Margaret Mayo's drama.

ALTARS OF DESIRE Mae Murray. Director, Christy Cabanne. Conway Tearle. Maria Thompson Davies' story running in American Weekly (8,000,000 circulation).

MAE MURRAY Production. By Benjamin Glazer. Title later.

SHOW BUSINESS Mae Murray. By Thyra Samter Winslow. There will be another **Mae Murray** picture.

THE RED MILL Marion Davies. International musical comedy success. Cosmopolitan production.

POLLY PREFERRED Marion Davies. Guy Bolton's stage hit. Cosmopolitan production.

MARY OF VASSAR Marion Davies. Cosmopolitan production.

THE FLAMING FOREST James Oliver Curwood. Serialized. Renee Adoree in star cast. Reginald Barker, director. Cosmopolitan production.

THE UNDERSTANDING HEART By Peter B. Kyne. Running Cosmopolitan Magazine. All-star Cosmopolitan production.

CAPTAIN SALVATION Frederick William Wallace. Serialized. A Cosmopolitan production.

THE WALTZ DREAM Another and merrier "Merry Widow." A big UFA special. Oscar Straus musical score.

BATTLING BUTLER Buster Keaton's most important comedy. Directed by himself. Sally O'Neil and strong cast.

A LITTLE JOURNEY Rachel Crothers' stage hit. Harry Millard, director.

THE BOY FRIEND Marceline Day, John Harron, etc. Monta Bell, director. From John Alexander Kirkpatrick's play.

BLARNEY Renee Adoree, Ralph Graves, Paulette Duval. By Donn Byrne. Marcel De Sano, director.

THERE YOU ARE Conrad Nagel, Edith Roberts, George Fawcett. Jess Robbins, director. F. Hugh Herbert, author.

I CAN DO IT By Max Marcin, famous Broadway playwright.

HEAVEN ON EARTH Renee Adoree, Conrad Nagel. Director, Phil Rosen. By Harvey Gates.

WOMEN LOVE DIAMONDS Director, Monta Bell. By Carey Wilson.

'FRISCO SAL Edmund Goulding's drama of San Francisco's Barbary Coast.

SHADOW LANE Written and directed by Edmund Goulding.

TIN HATS Owen Moore, Claire Windsor, Bert Roach. Edward Sedgwick, author and director.

THE GAY DECEIVER Jonn M. Stahl, director. Lew Cody, Carmel Myers, Roy D'Arcy, Dorothy Phillips. Marceline Day.

LOVE'S BLINDNESS Elynor Glyn special. John Francis Dillon, director. Pauline Stark, Antonio Moreno, Lilyan Tashman, Sam deGrasse.

THE CALLAHANS AND THE MURPHYS Kathleen Norris' classic in Irish-American.

THE TAXI DANCER Robert Perry Shannon's story of a small town girl's adventure in New York. Nationally serialized.

MAMAN The stage play three years in Europe. By Jose Germain.

THE NIGHT SCHOOL A new idea typical of M-G-M daring. Watch for details.

METRO-GOLDWYN-MAYER FOR 1926-'27

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Rex Ingram, King Vidor, Fred Niblo, Tod Browning, John M. Stahl, John S. Robertson, Victor Seastrom, Reginald Barker, Robt. Z. Leonard, Hobart Henley, Edmund Goulding, William Nigh, Monta Bell, Sam Taylor, Christie Cabanne, King Baggot, Edward Sedgwick, Jack Conway, Elinor Glyn, Maurice Tourneur, Marcel De Sano, Benjamin, Christianson, Harry Millarde, Phil Rosen and others.

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"SATAN'S SISTER"

BETTY BALFOUR

in the greatest role of her career. A story of love and adventure that will hold the closest attention from start to finish. It's a tale of a sea captain's daughter who was reared as a boy and taught to believe that "all girls are trash." The developments are as startling as they are unusual.

"REVEILLE"

STIRRING COMEDY—MELODRAMA

A feature you will be proud to show your patrons. One that runs the gamut of human emotions. The cast is exceptionally strong, being made up of British favorites. The picture is put on in a most elaborate manner, with stirring, tense scenes, interspersed with many humorous situations.

"EVERY MOTHER'S SON"

COMING SOON

A British masterpiece that will prove a box-office clean-up. One of the most dramatic and powerful productions of recent years. Full of laughter and tears and then more laughter. This picture when released will create a positive sensation. Watch for it and get early dates.

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We Let the Exhibitor Speak--

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Three Rivers, Que.
May 27/26.

Mr. A. Gorman,
First National Pictures, Inc.
Montreal, Que.

Dear Mr. Gorman:-

In connection with special entitled "THE GREATER GLORY," which I played in my house May 24th and 25th, I am greatly pleased to state that this is one of the greatest pictures I have ever seen.

It was appreciated by every one who saw it, and the comments were certainly most encouraging, and I only feel it my duty to pass this information on to you.

My only regret is that I did not play it three days instead of two as per your suggestion, however, in the future I will certainly take advantage of any information you can give me as First National has always proved highly satisfactory.

Hoping for more like this one, and with kindest personal regards, I beg to remain,

Yours very truly,
(Sgd.) A. J. B. ROBERT
Gayety Theatre,
Three Rivers.

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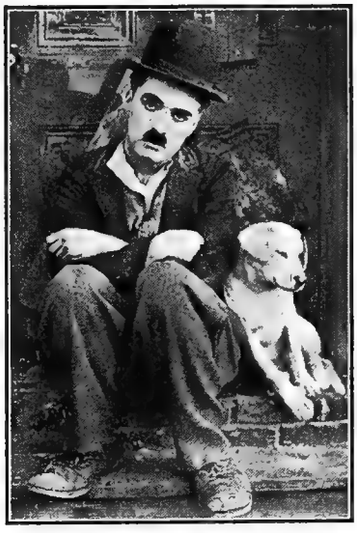
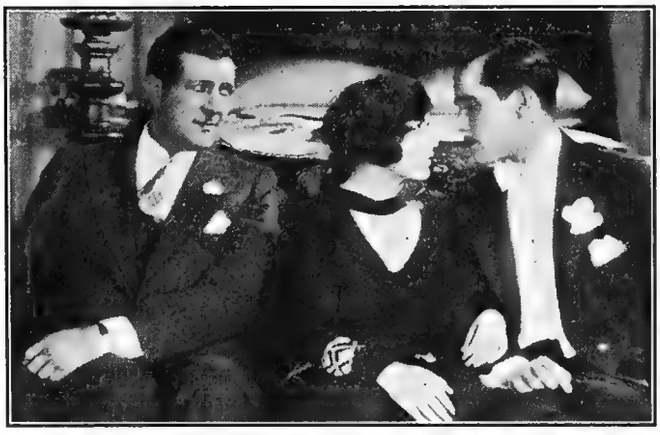
Players We Know

AND NEWS OF PICTURE RELEASES AND ACTIVITIES TOLD IN STILL LIFE

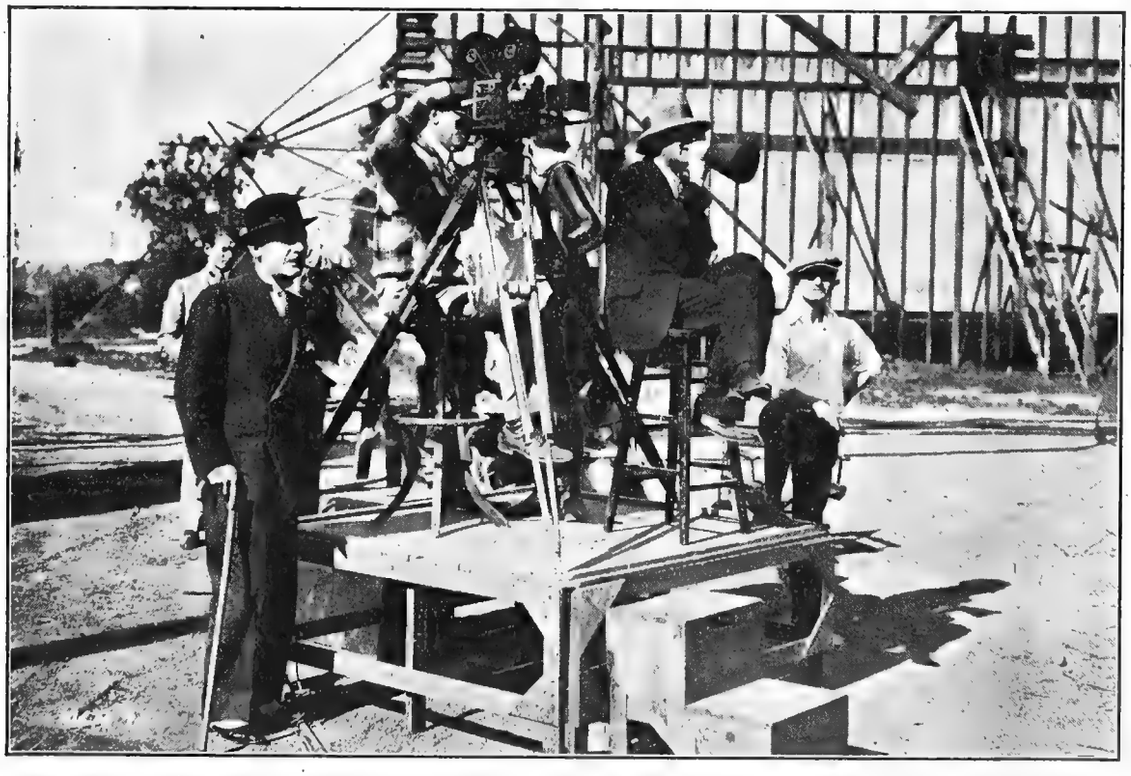


Pathe presents the public with a Chaplin classic, "A Dog's Life." More of this series coming. Time has proved the durable qualities attached to good pictures which never grow old because of their merit and popularity.



Hobart Henley on right, putting Renee Adoree and Ramon Novarro, star of the picture, through a love scene for "Bellamy the Magnificent," which he is directing for Metro-Goldwyn-Mayer.

Mary Pickford and little Mary Louise Miller, two dear little birdlets in United Artist release, "Sparrows."



Lew Cody, who has the leading role in "Toto," a John M. Stahl production for Metro-Goldwyn-Mayer, watching Stahl, with hat drawn over his eyes, directing the sequence of a picture. The film is based upon the French stage production, "Patachon," by Maurice Hennequin and Felix Duquesnel. It was adapted by Benjamin F. Glazer. Malcolm McGregor, Carmel Myers, Roy D'Arcy, Dorothy Phillips, Edward Connelly and Antonio D'Algy are the brilliant players in this production.

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The Canadian Moving Picture Digest

General Manager and Editor-in-Chief
RAY LEWIS

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Vol. 18, No. 6. TORONTO, CANADA June 12th, 1926

Ray presents

THEY called Barnum "the greatest showman on earth" because he handed the public a "yellow dog" and called it a "White Elephant," following the philosophy of "the public be damned." The showman and the public appear to have both grown up since Barnum's day, the showman knows he is damned if the public are not pleased; and the public have grown so "nosey" that they know as much about the production of Motion Pictures as we do. No one ever dreams of handing the "yellow dog," thoroughbreds are the rule and talking of thoroughbreds brings us upon the subject of Reginald Denny.

* * *

I like the boy, by jove, but he's British; and being British he has Empire ideas, that personality which colonizes. In Motion Picture lauguage he has the magnetism which makes him one with all peoples. When you meet Denny, personally, you realize that success is not entirely a matter of luck, or pluck, of showmanship. You have to start out with a thoroughbred strain. "Denny" has it. Good looks, plus personality. The combination of Denny and Universal appears to be the right kind of a join-up, for under Universal's management "Denny" has steadily climbed. This organization realizing the capital which Denny represents has handled Denny like a real, live proposition; and to-day Denny stands as a box-office security which every exhibitor strives to get.

Business Ethics

I HEARD A STORY the other day that gave me a "thrill," the right kind of a thrill, which blossomed into a glorification spirit in connection with our Industry. It appears that the sales manager of a certain organization sold his company's programme to a certain exhibitor after some bargaining in which twenty-five thousand was involved, the sales manager stating that if the exhibitor would raise his offer from one hundred thousand to one hundred and twenty-five thousand the programme was his. There was no written agreement, simply a gentleman's arrangement. It so happened that before the contracts were signed, this exhibitor's competitor came through with an offer of one hundred and sixty-five thousand for the same programme. The first exhibitor learning of the offer protested that the sales manager had agreed to accept the raise of twenty-five thousand from him; and the company, after wiring and phoning about the territory, finally located the sales manager and asked for a corroboration of the first exhibitor's story, whereupon the officers of the said company regretfully turned down the second exhibitor's offer, giving the programme to the exhibitor who had received the word of one of their representatives that the deal would go through. It meant a loss of forty thousand dollars. It's painful to lose that much money, but is it a loss? Any exhibitor willing to buy a programme and pay one hundred and twenty-five thousand for it, is a customer worth keeping. Next year that exhibitor will take care to have the best offer in; and to get his agreement signed on the dotted line. The other exhibitor cannot help but respect the action of the company and he is therefore more keen to do business with that company. Another phase worthy of consideration is that which deals with promises in putting through a deal, or stimulating trade. No promise should be given to accept an offer where trading on the deal may, or does continue. The exhibitor and sales manager who handle deals involving one hundred and twenty-five thousand, or more, are in a class which understand the ethics of trading; and a consideration of an offer always leaves the door open for both, without a compromise.

Ray Lewis

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Ray presents

WILL HAYS, you note we drop the "Mr." and the general to reflect the spirit of this democratic familiar age, sat to the night of Reginald Denny at the luncheon given in "Denny's" honour at the Hotel Buckingham, New York. I noted early in the proceedings but not before luncheon was served, Will Hays left. I always knew there was something psychic about Will Hays, for following his exit, Mr. Paul Gulick, of Universal, arose to announce that following the custom of Universal there would be no speeches. No speeches, Exit Will Hays.

* * *

Reginald Denny's speech complied with the axiom that "Brevity is the soul of wit." Being a young husky, and incidentally, but on purpose, British-born, he is fond of his stomach, even though it is athletically in good form. Denny states he is glad that his popularity provides "regular eats." That's one thing about Universal, they always keep their stars well-fed, there's no one so difficut to manage as a "hungry actor." In the old theatre days we called them by the expressive name of "Hams." "Denny" being a well-fed youngster, if you miss everything else in this presentation, Denny, you will admit "Youngster" is worth a subscription, but to continue our exploitation of "Denny," this Britisher, be still, my nativity, be still, give me leave to speak without spouting, this "Dendy-boy" (Yiddish for Denny) thanked his admirers, his guests, for Life's opportunity to become popular.

* * *

The two visiting Britishers, Miss Evelyn Tress of London, England, and your editor were announced by Mr. Gulick. Miss Evelyn Tress was given a most cordial greeting. This fair lady has crossed the "briney" to pick up some stories of the American Picture Industry and started her picking up in New York, which is a stop-over-en-route-to-Hollywood; and your editor? Spare my blushes, indulgent readers. Being a lady and as I mentioned before, British, and not having occasion to mention that there is anything very much wrong with the British, in fact we're nearly always right, and when we're wrong, we're not, its diplomacy. As I was saying, when my ancestry got in the way, not having occasion to mention that we British do manage to manage very nicely, being somewhat "the salt of the earth," Mr. Gulick said "No speeches," but try and stop a woman from talking even if she has to talk when the party is all over. Your editor, when she was announced, rose to the occasion and the occasion appeared to be appreciative of the fact that it is not necessary to be in the Spotlight to be popular, one can be popular with The Exhibitors Daily Review of The Canadian Moving Picture Digest, I thank you."

DOROTHY PHILLIPS
who will scintillate in Pathe Serials.

I wonder how they put over the idea in the U. S. that everybody just kills themselves with the amount of work they put through. Two days in New York revealed an all-day exodus from the offices for the Golf Tournament, the only visible representative of the Trade were the "bosses' and around production offices the bankers. The following day the offices were again emptied to swell the guests gathered around the "festive board" prepared for Reginald Denny's luncheon.

* * *

I met an exhibitor and HE IS NOT from Canada, who asked me whether "Mare Nostrum" was the "filly" of "Black Beauty." I told him it's a horse on me for after conjugating the verb Amo, to love, Latin became a poor subject for me, which makes me wonder if "Mare Nostrum" is not one of the titles, regardless of its prestige which should have been changed for picture presentation. For every movie fan who can interpret the title there will be a hundred to whom this title sounds "horsey." "When War Struck Home" is the key to the picture, may not be welcomed because of its war title, but why be an ostrich? The picture is a war picture, head, tail-feathers and all, and no camouflaged title will disguise it.

N. L. Nathanson Returns From Western Trip

N. L. Nathanson, managing director of the Famous Players Canadian Corporation, spent a few days in Winnipeg the week of May 31 and held conferences with his staff from all over the West. He decided to keep the Metropolitan Theatre in Winnipeg open all summer; previously the announcement had been made that it would close June 5 for an indefinite period. Big pictures will run and the orchestra maintained. Walter Davis will continue as manager.

From Winnipeg Mr. Nathanson went on to Saskatoon, Sask., where it is the intention to build a $250,000 theatre. This will be the only construction work to be carried on this year by the corporation. H. M. Thomas, Western divisional manager, accompanied Mr. Nathanson on a trip to the Pacific Coast. While in Winnipeg, Mr. Nathanson conferred with Claire Hague, Toronto, and arranged for a better showing of pictures in the theatres controlled by these magnates on a mutual arrangement which will give the Universal pictures a place in the Capitol theatres' programmes in the West, and give the Regal, Metro-Goldwyn and the Famous Lasky products a better place in the Universal's three theatres in Winnipeg. Mr. Hague, who has been on a tour of the West, returned to Toronto from Winnipeg, June 3.

* * *

The National and the Rialto Theatres in Winnipeg have closed for an indefinite period. M. Triller, owner of the former, may reopen the National in the autumn.

* * *

Carl Laemmle's Million-Dollar Smile Worth Seeing

If smiles could be capitalized, Carl Laemmle's is worth a million. Such a dear, little man with a mouth fashioned by God for laughter and eyes to match, luminous with good will and sparkling with humour. Bon voyage, dear friend, have a good visit home and then come back to us. "May your shadow never grow less," and may your pathway be one in which you bless and in turn are blessed.

Before Buying Pictures Read The Digest Advertising Pages.

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A MESSAGE *to* SHOWMEN *from* S. R. KENT

RECENTLY at Paramount's 50 get-together meetings throughout the United States and Canada we talked with four thousand or more of you gentlemen face to face.

We discussed frankly with you our mutual problems.

We presented to you in detail the facts about our 1926-27 product—

The Fifteenth Birthday Group of 75 Paramount Pictures

We not only described these pictures by word of mouth—we showed you on the screen the proof of every statement we made about them.

[CONTINUED]

Paramount Pictures

Famous Lasky Film Service, Limited

St. John - Montreal - Toronto - Winnipeg - Calgary - Vancouver

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A MESSAGE *to* SHOWMEN *from* S. R. KENT [CONTINUED]

YOUR spoken sentiments and your hundreds of telegrams prove you agree that our meetings together were the most progressive step in exhibitor-distributor relations taken in this business in many years.

And as one prominent Philadelphia exhibitor expressed it at the meeting there:

> "Every new move in this business, either in selling or producing, is always made by Paramount. The rest are always two jumps behind. That's why Paramount is the leader of this industry---*and always will be.*"

Paramount's Birthday Group, described at these meetings, is being booked faster than any product ever offered to you. The facts and figures are on our books.

Our 1926-27 pictures strike the showman instantly as richer in new ideas, bigger in scope, greater in box-office possibilities than anything else in the field.

[CONTINUED]

Paramount

Before Buying Pictures Read The Digest Advertising Pages.

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A MESSAGE to SHOWMEN from S. R. KENT [CONTINUED]

Nowhere on the 1926-27 market are subjects that appeal to your showmanship like

HAROLD LLOYD
"OLD IRONSIDES"
"BEAU GESTE"
"SORROWS OF SATAN"
"THE ROUGH RIDERS"

ZIEGFELD'S
"GLORIFYING THE AMERICAN GIRL" AND "KID BOOTS"
"THE WEDDING MARCH"
"WE'RE IN THE NAVY NOW"

and a score of others from Paramount.

No other company can talk about 15 years of constructive leadership and then point to additions of such new, fresh, vigorous blood as

FLORENZ ZIEGFELD, LAURENCE STALLINGS, VON STROHEIM, NEILAN, BEAUDINE, FRANK LLOYD, EDDIE CANTOR, GILDA GRAY, LOIS MORAN, THEODORE DREISER, RICHARD DIX, ADOLPHE MENJOU, RAYMOND GRIFFITH, LYA DE PUTTI, RONALD COLMAN, (to play "BEAU GESTE") W. C. FIELDS, ST. CLAIR, SUTHERLAND, ANITA LOOS, BEERY and HATTON as a comedy team, ESTHER RALSTON, and FLORENCE VIDOR as new stars, CLARA BOW and many more.

[CONTINUED]

Pictures

75
15th
Birthday Group

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A MESSAGE *to* SHOWMEN *from* S. R. KENT [CONTINUED]

No other company can approach the past, present or future record of Paramount, which is, in brief:

(1) The best pictures in the business.

(2) The most pictures in the business.

(3) Sold to you fairly and squarely on their merits.

(4) Sold to your public by a sustained national advertising campaign 10 years old and reaching 80,000,000 readers a month.

(5) Delivered exactly as promised, on release dates.

(6) Backed by perfect service in prints and the best exhibitor advertising aids in the business.

This Paramount record is the foundation rock upon which this industry stands. Good news travels fast. Already the word has swept from coast to coast:

IN 1926-27, MORE THAN EVER BEFORE, PARAMOUNT OUTCLASSES THE FIELD.

S. R. Kent

Paramount Pictures

Famous Lasky Film Service, Limited

St. John - Montreal - Toronto - Winnipeg - Calgary - Vancouver

Before Buying Pictures Read The Digest Advertising Pages.

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SHOWMANSHIP

Try This One

Universal is re-issueing "OUTSIDE THE LAW" and to those managers who book the picture there are many first rate methods of putting it over to the public.

A teaser playing card can be printed with the usual card design on the back. On the reverse side run copy something like this: If you play cards on Sunday—Motor on Sunday—Dance on Sunday—Cook on Sunday—You are Outside the Law.

Work in the regular spots along with the printing.

* * *

It Went Over

An industrious exhibitor recently put over "THE COHENS AND KELLYS" in this manner. He borrowed a clothing dummy from a tailor and dressed it in a loud check suit. Around its neck he hung a sign which read: Watch for our special bargain sale. To be held here next week—Cohen and Kelly. During the run of the picture he changed the copy to read: Bargain....In Laughs....Sale Lasts ( ) Days....Come on in—Cohen and Kelly.

Play On Birds

The new Mary Pickford offering, "SPARROWS," gives exhibitors an excellent chance to tie up with the bird stores in their towns.

Get the bird store owner to display a sign something on this order: This is a first class bird store and we do not allow Sparrows to roost in any of our cages. Sparrows are for sale this week at the Star Theatre, three blocks south of here.

It is also possible to have made up some cardboard sparrows. They should be made so that they will easily fasten on trees or places where birds frequent. Print the theatre notice on their wings.

* * *

Use Horses

There is ample opportunity to make as many horses as you can get in your town your publicity agents when you run Fred Thomson in the F. B. O. picture, "HANDS ACROSS THE BORDER."

Have cards or paper banners printed which read something like the following: The A. O. O. H. (Amalgamated Order of Horses) takes pleasure in announcing Silver King, its most famous member in "Hands Across the Border," starring Fred Thomson at the (Theatre Name and Dates).

LAST DAY!

Win the $100 "Best Letter" PRIZE

Contest Closes at Midnight Tonight

—your last chance to compete for one of the cash awards for Letters on the subject "My Most Interesting Experience With Examiner Classified Ads"

THE hundreds who have held off until the last minute are cautioned to mail their entries in The Examiner's Best Letter Contest by midnight tonight. This is your last opportunity to compete in this novel contest, which is engaging the attention of all Southern California.

PRACTICALLY everyone is eligible to enter this contest, in which The Examiner is offering 18 cash prizes to the writers of the best letters on the subject: "My Most Interesting Experience with Examiner Classified Ads."

Has an Examiner Classified Ad ever brought you romance, fortune or adventure?

Contest Rules:

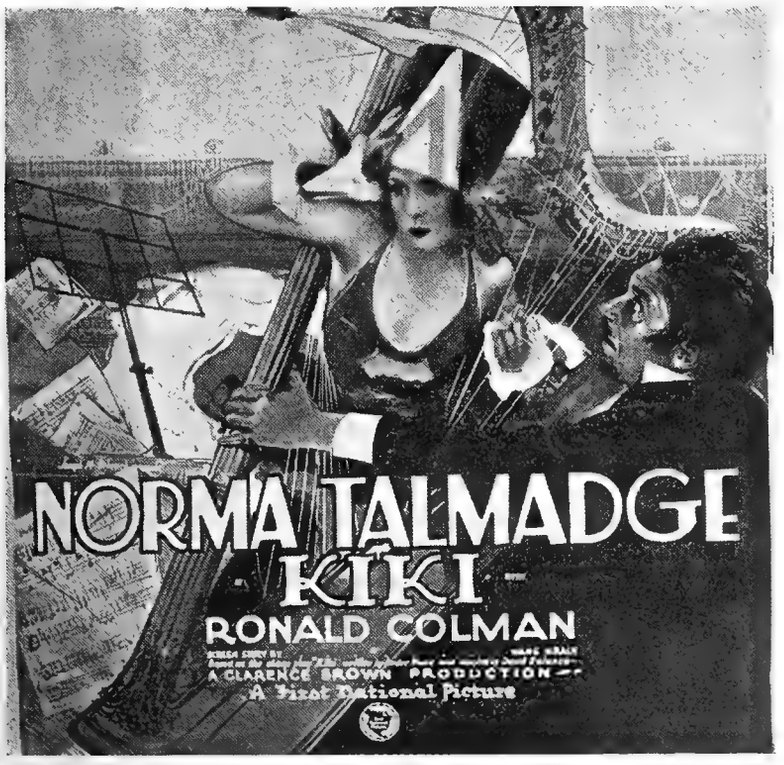
IF IT has, you have an excellent chance of winning one of the 18 cash prizes offered by The Examiner. All you have to do is to write a letter, telling of your experience, and mail it to the "Classified" Contest Editor, Los Angeles Examiner.

Remarkable results obtained through an Examiner Classified Ad are not necessarily unusual experiences. The letters that will be given most consideration will be those telling of the locating of some long-lost loved one, the making of one's fortune, of adventure, or some similar experience—all resulting from the answering or placing of an Examiner Classified Ad.

First Prize **$100**
Second Prize **$15**
Third Prize **$5**
Fourth to Fifteenth Prizes **$2 ea.**

Read EXAMINER *Classified* ADS *Every Day*

Contest announcement appearing in the Los Angeles Examiner in connection with the expoitation of First National's "Classified," featuring Corinne Griffith, Loew's State Theatre, Los Angeles.



"Kiki" acclaimed by press and public as Norma's great and best bet—Norma as we learned to love her—Norma, the ever adorable and ever-scintallating star of stars.

Good Store Tie-Up

A western city recently put over the Paramount picture, "THE BLIND GODDESS" with a novel tie-up. The manager worked with an optician in the town. The tie-up card read: "Justice may sometimes be blind, as is proven by 'The Blind Goddess' at the Rialto Theatre, but there's no reason why you shouldn't be able to see perfectly. Come in and let us fit you with a pair of glasses."

* * *

Prize Contests

In connection with the running of the Pathe serial "THE BAR-C MYSTERY," a fine way of exploiting it is to announce a prize contest. Tell the public that the person who submits the longest list of articles that begin with the letter C that they see in the merchants windows will receive the prize. It will interest the merchants who will work to get such articles in their windows because it means advertising for them.

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Up and Down Main Street

Winnipeg Exhibitors Entertain N. L. Nathanson

The Motion Picture Exhibitors of Winnipeg entertained N. L. Nathanson, managing director of the Famous Players Canadian Corporation, to a luncheon at the Marlborough Hotel, June 1.

H. M. Thomas, managing director of the Western division, presided, and among the speakers were Helmer Jernberg, president of the Exhibitors' Association; D. E. L. Fisher, past president; Henry Morton, owner of the Morton circuit of three theatres in Winnipeg; John Farquhar, president of the Film Board of Trade; Charles A. Meade, general manager of the Universal Film Company's theatres in Winnipeg; John Barrens, owner of the Palace Theatre, Calgary, Alta.; Claire Hague, general manager of Universal Film Company in Canada, and the members of the press. Walter Davis, manager of the Metropolitan Theatre, arranged the programme which was unique and attractive.

Mr. Nathanson, in a short address, spoke of the necessity of strengthening the organizations of exhibitors and film exchanges all over Canada to present a united front on a number of issues, principally in the effort of the theatres to have abolished the amusement tax in the provinces of Canada and to have one censorship. He said he was glad to see the splendid organizations existing in Winnipeg which was superior to any he knew in Canada. He was glad to see the exchanges and the exhibitors in one organization, united for common purposes and stated they could count on his support to assist in strengthening their organization.

* * *

Conference Famous Managers Covers Three Provinces

Maurice Milligan, manager for Canada for the Famous Lasky Film Corporation, held a conference of all the managers of Manitoba, Saskatchewan and New Ontario in Winnipeg, May 25 and 26, and addressed the delegates on the best way to sell the season's product. Many excerpts of the coming season's big features were displayed on the screen during the afternoon of May 25. Dinner, luncheon and a reception were held in honor of the visitors.

* * *

D. E. L. Fisher Returns

D. E. L. Fisher, manager of the Garrick Theatre, Winnipeg, has returned from a visit to New York and other eastern centres.

IRVING G. THALBERG
associated with Louis B. Mayer in production of Metro-Goldwyn-Mayer productions.

Keith's Theatre Ottawa Reorganizes Its Policy

A re-organized policy went into effect for B. F. Keith's Theatre, Ottawa, Ontario, on June 7, Manager J. M. Franklin having decided upon a number of changes. The supper shows are eliminated except for Saturdays and holidays, the matinees running from 1 to 5 P.M., and evening shows from 6.45 to 11 P.M. Prices are reduced approximately 10 cents; evening admissions now being 35 and 50 cents.

Instead of week runs, programmes are now changed Mondays and Thursdays for both pictures and the five acts of vaudeville. The vaudeville is presented only twice daily at 2.30 and 8.30 P.M., and the feature picture four times, 1, 4, 7 and 10 P.M.

* * *

ORAL CLOAKEY SELLING OIL CALGARY, ALTA.

Oral Cloakey, well known to the film industry in Canada, as manager of a number of the larger theatres, is now engaged as oil salesman in the Calgary, Alta. district.

* * *

PETE EGAN APPOINTED MGR. CAPITOL REGINA

Pete Egan, house manager of the Capitol Theatre, Calgary, Alta., has been appointed manager of the Capitol Theatre in Regina, Sask. Charles Shaw, manager of the Capitol Theatre, Brandon, Man., has been appointed manager of the Fort William, Ont. houses of the Famous Players circuit.

Fiddler of Eighty-One Does His Bit At Keith's

When Manager Joe Franklin staged an old-timers fiddlers contest at the B. F. Keith's Theatre, Ottawa, one of the successful "scrapers" was Delphis Romaire of Fort Coulonge, Quebec, 81 years of age. Considerable interest was added to his participation in the event through the fact that he had never been inside of a theatre before in his 81 years.

* * *

Regent Ottawa Continues Winter Policy For Summer

Leonard Bishop, manager of the Regent Theatre, a downtown house of Ottawa, Ontario, has decided to stand pat on his policy for the summer months, making no changes whatever in his booking arrangements, admission price schedule, orchestra or added attractions. Film programmes will be booked for week runs as usual, starting on Saturdays. Manager Bishop feels that a change to split weeks entails extra advertising, exploitation and incidental costs, thus offsetting the revenue from additional patronage.

* * *

Ottawa Board of Control Doubles Circus License Fees

The Board of Control of Ottawa, Ontario, decided on June 4 to recommend to the Ottawa Police Commission that the civic license fees for touring circus and carnival attractions be doubled and it is also probable that a time limit will be placed on local carnival engagements because of the money which these features take from the city in opposition to local theatres which pay heavy taxes and license fees.

The first to come under the new ruling is Ringling Bros. Circus which is playing Ottawa on June 23, the license fee to be collected from this circus for the one day being raised from $250 to $500.

* * *

Miss Winnipeg Wins Third From Forty-Two Competitors

"Miss Winnipeg," voted by Capitol Theatre patrons as the most beautiful girl in Winnipeg, entered the beauty contest for bathing girls at Galveston, Texas, and out of 42 competitors was given third position. Her name was Miss Olga Murray and Mrs. H. M. Thomas accompanied her on the tour and greatly assisted Miss Murray in securing the award.

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"Lay Off Stage Plays" Advises Richard Rowland of The Immortals

RICHARD ROWLAND, vice-president and general manager of First National and one of the screen's "immportals" selected by the A. M. P. A., was the guest of honour and principal speaker at this association's luncheon recently at the Hofbrau, New York. Making good use of the occasion, Mr. Rowland took a few "raps" at the hunger for "screen production" which certain stage producers have exhibited. Worthless plays waiting for "sucker" producers to buy at fabulous prices. "You cannot name more than six stage plays this past year that have been successes at the box-office. The successes have come from original stories and books. First National purchased two plays only, "Irene" and "Sally," the rights costing $60,000 each; and this because the plays contained the elements necessary to present one of our stars to the advantage we were seeking for her," states Mr. Rowland.

In commenting upon foreign productions these facts were stressed, that the foreign problem was a problem and worthy of the consideration of every producer and distributor, that the recognition of foreign pictures must come about, but that foreign interests must bear in mind that personalities were essential in picture production success in America, and European pictures without the box-office appeal will find their path of roses, plentifully sprinkled with thorns. Elaborating upon this idea, Mr. Rowland suggested the formation of what approaches an international stock company, in which artists of all nations could be developed and interchanged, the same rule applicable to directors. All companies would find it advantages to introduce the "foreign element" from the artistic angle into their films, thereby giving the pictures a freshness, a variety of interpretation, atmosphere and expression. First National are contemplating the introduction of several German directors in their studios.

340 Theatres Merge Balaban & Katz Holdings Under Famous Control

Three hundred and forty theatres, representing an investment of $175,000,000 have passed into the control of the Famous Players. The Merger was long anticipated when Sam Katz became identified with the Publix theatres, the new Famous Theatres operating Trade Mark. This gives Famous control of five hundred theatres across the American continent, also several affiliated producing companies. The merger represents about one hundred million. The assets of B & K are estimated at $17,000,000 but with the new absorbtion by Famous, the stock sells at $80.00 a share and the common stock will be worth more than $21,000,000. The reported assets of Famous for year ending 1925 was $76,000,000.

Her Majesty, Queen Mary Views International Film

"The Light of Asia," presented at Windsor Castle under command of Her Majesty, Queen Mary of England, is international in its make-up although of British origin. It was produced as a British picture, the directors and operators were German, the finance is Italian, while part of the scenes were filmed in India.

* * *

Three Companies Producing For Educational

During the coming year, Educational will release thirty-eight comedies eight Lloyd Hamilton, six Tuxedo Comedies, eighteen Mermaids and six Lupin Lane's. All of these will be two-reelers. Three companies are already at work upon Educational's 1926-27 product.

Montreal Trades & Labor Council After Movies

At a meeting of the Montreal Trades & Labor Council, June 3rd, the admittance of children under sixteen to Motion Picture Theatres was discussed. A resolution was referred back to the Executive giving the Montreal Trades & Labor Council authority to consult with officials on the question of the enforcement of the law which forbids children under sixteen from entering theatres unaccompanied by a guardian. The clause in the resolution that came up for the meeting's approval was, "Your committee is informed that there are too many children that are admitted to the Moving Picture Theatres, and it is recommended that the secretary be instructed to write to the authorities drawing their attention to this fact and ask them to see to it that the laws be strictly enforced."

President John F. Foster explained that "the law had been grossly violated, particularly in the outside districts of the city." A. Mathien, a delegate, said that some parents were of the opinion that the movies are a good place to send the children. They claim it keeps children off the streets. "The police," stated Mathien, "are between two fires, one group of citizens demanding a stricter enforcement and the other group pleading for a laxer interpretation of the law."

Another delegate, W. Dixon, remarked that it was perhaps a good idea to send children to the movies if the pictures were carefully selected and the children kept under supervision while in the theatre. Delegate Gustave Francq opposed the motion as unfair, since only a few exhibitors were to blame and moved the amendment.

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OUTPERFORMING—

Because the De Luxe Reflecting Arc and Mazda Equipments attain the maximum of light with sharpness of definition and evenness of field, ease and simplicity of operation at surprisingly low upkeep cost.

OUTSELLING—

The Motiograph De Luxe is outselling the country over, winning and holding the good will of all who buy it.

There is a Reason! Should you not Investigate?

The Coleman Electric Company

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Famous Players March Into Kingdom of Heaven

THE pearly gates of the Elysian Fields were opened recently at Astoria, L.I., and a thousand lost souls marched into the Kingdom of Heaven, happy that they had lost their souls temporarily for D. W. Griffith.

This astonishing even took place at the Paramount studio, in the presence of Fred Waller and three expert assistants. The scene, one of the most difficut, technically, ever filmed, will appear in the new D. W. Griffith production, "Sorrows of Satan," now nearing completion with Adolphe Menjou, Ricardo Cortez, Carol Dempster and Lya DePutti in the leading roles. After Heaven, Griffith is going to march some more players into Hell showing the traditional Hell in all its fiery imagery. If we were disposed to be "funny" we might add that it is a case of Heaven and Hell for the players.

The original designs for these supernatural sets were made by Norman-Bel Geddes, renowned stage and screen artist, who was responsible for the settings of "The Miracle" and other large-scale presentations.

It took Mr. Waller and his assistants one whole day to photograph the Elysian Fields, during which six exposures were made on the same negative—a process that brings out the eerie transparency and ethereal quality necessary in such highly-imaginative screen art.

* * *

The Manitoba Motion Picture Exhibitors' Association will entertain in Winnipeg the delegates from Canada to the National Convention in Los Angeles, Calif. on their return home, towards the end of June.

Capitol Hamilton Closes

The Capitol Theatre, Hamilton, Ontario, has closed for the summer and Ray Tubman, manager ofthe house, has gone to Ottawa, his home, where he is temporarily relieving Manager L. C. Bishop of the Regent Theatre who is on vacation in New York. Ray Tubman is the former noted athlete and football star of Ottawa and is known in Calgary, Sault Ste Marie and other Canadian cities where he has managed theatres in the past.

* * *

Alberta Vaughn Publicity In Hands of Paula Gould

Paula Gould, who introduced Alberta Vaughn to a barrage of publicity when that little star made her picture-bow two years ago, has resigned from Universal to handle Miss Vaughn's personal publicity exclusively. Miss Vaughn's new starring contract with F. B. O. places her among the shining satellites in full length feature productions.

Miss Gould handled the huge publicity campaigns on "The Flaming Frontier" and "The Midnight Sun."

* * *

Burglars Ransack Francais

Burglars ransacked the office of the Francais Theatre, Ottawa, Ontario, Saturday night after the house had been closed. Considerable damage was done but Donat Paquin, proprietor, reported that nothing had been stolen.

"The Volga Boatmen" Classification B

Although "The Volga Boatman" has become internationally advertized because of the great Chaliapin's glorious voice and interpretation of the song by the same title, we can only give this Cecil De Mille picture a B classification. Once on its way it gathers strength and will gather in the "shekels" through its general appeal and the pictorial splendour of its environment. The story deals with the love affair of a princess of old Russia for a Volga Boatman who typifies the New Russian Idealism. It is a conflict between the old and the new and reveals that any authority, whether it is aristocratic or democratic, if abused, reaches pretty much the same low level. In "The Volga Boatman," Love triumphs over the differences of station since there is the fundamental sympathy of ideas. None so poor that they cannot be noble, none so rich that they cannot be ignoble. William Boyd is a distinctive type for the picture and made a magnificent boatman to look upon. Eleanor Fair was stately and cold, Julia Faye, Theodore Kosloff carry the other principal parts. Robert Edeson did a splendid bit of acting as the Prince. The story is brimful of hokum, but the audience appear to enjoy it, so why should the critics criticize?

The Hippodrome, Toronto, was packed so closely that it looked as if the De Mille Production could have been held over for another week. The discussions generally in connection with the picture by "the man about town" were, "great." Certainly no more beautiful photography, nor artistic groupings have been revealed than those in "The Volga Boatman." It is a Producers' Distributing Corp. production.

Reviewer's Column

"JOHNSTOWN FLOOD"
Fox—Class B
Pantages

Intensely melodramatic. Big punch. Bursting of Johnstown Dam. Historical event 1889. Irving Cumming's direction. Excellent. George O'Brien, best ever. Janet Gaynor, newcomer, does big thrill scene. Good for young and old.

* * *

"THE COHENS AND KELLYS"
Universal—Class B
Pantages

Will appeal to "Abie's Irish Rose" audiences which means all the brows, high and low. Made to make you laugh and cry and you do, so does your old man and your aunt. George Sidney, as Mr. Cohen, is a real Yiddisher gentleman. Vera Gordon, as Mama Cohen, is the kind of a wife he should have. Charley Murray and Kate Kelly, as the Irish faction are chips off the Blarney Stone and that's "Some Irish." This latest one of Harry Pollard's entertains with a capital "E."

* * *

"OH, WHAT A NURSE"
Warner—Class B
Pantages

Syd Chaplin tried another "skirt picture" after his tremendous success in "Charley's Aunt." There are no end of laughs and the situations, though at times risque, are always humourous. Taking care of a lovesick column on a newspaper furnishes complications and makes a skirt out of Chaplin's trousers which necessitates his posing as a nurse. Patsy Ruth Miller, David Torrence, Edith Yorke and Pat Hartigan, together with a selected cast make Chaplin work fast for the pace the others set is speedy and good. Looks like a good one for all houses.

First Runs Toronto

PLAYING WEEK OF JUNE 13th

Royal Alexandra, "The Big Parade" —Metro-Goldwyn.

Hippodrome, Colleen Moore in "Ella Cinders"—First National.

Pantages, "Sweet Daddies"—First National with Charley Murray, George Sidney, Vera Gordon.

Loew's, "Monte Carlo" with Lew Cody, Gertrude Olmstead — Metro-Goldwyn.

Tivoli, "Bachelor Brides"—Cecil B. DeMille production with Rod La Rocque and Elinor Fair—Producers' Distributing Corporation.

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Sid Grauman to Play Warner's "Don Juan," Egyptian, Los Angeles

FOLLOWING closely upon the outstanding and unique success of "The Sea Beast," a Barrymore masterpiece, which swept across the American continent, establishing record runs and receipts; and incidentally, but of the greatest importance, giving Motion Pictures the "boost prestige" of their young life. Warner Bros. follow up what was considered an unequalled record with "Don Juan" which gives Barrymore another opportunity to outdo, even his characterization in "The Sea Beast."

Sid Grauman of picture fame, acclaimed by the Industry and the public, which know his presentations so well, as the "master showman," this same Sid Grauman books Warner's "Don Juan" for an extended run at his theatre, Los Angeles.

Nor was the success of the "Sea Beast" only achieved in the U. S., Canada acclaimed its merits also. A run of three weeks at the Regent, Toronto, was followed by runs in all the big first run houses across Canada; and in Montreal a new precedent was established when "The Sea Beast" returned to fulfill an added three days' engagement at the Capitol Theatre after having played a week's engagement a few weeks previously.

Such box-office and artistic successes as "The Sea Beast" with John Barrymore, "Oh, What A Nurse" with Syd Chaplin, "Lady Windermere's Fan" with Irene Rich, Bert Lytell, Ronald Colman, May McAvoy, and under the superb direction of Lubitsch, not counting the success of "The Marriage Circle" for artistry, and box-office quality of "The Limited Mail," are identified with the Warner Trade Mark. Going still further back, we find such Warner titles as "My Four Years in Germany," "Why Girls Leave Home," "Beau Brummel," "Kiss Me Again," etc., etc. Warner Bros. certainly show a growing knowledge which gives them that most rare and invaluable vision necessary for the successful production of Motion Pictures.

BROADWAY TO PRESENT TWO WARNER'S

"Don Juan" with John Barrymore and 'The Better 'Ole' with Syd Chaplin, no relation to the British picture, will have a simultaneous Broadway showing. The third Warner road-attraction to be completed is "Manon Lescaut" with John Barrymore.

* * *

Entire Universal Product Sold to Balaban & Katz

AFTER five months of negotiations, Carl Laemmle, president of Universal, announces that the entire Universal product has been signed over to the B & K circuit on a long-term contract. This involves seventy-five houses in Chicago and other Middle West cities.

The circuits involved in the contract are: Balaban & Katz houses, Lubiner & Trinz, Lynch Circuit, the Burford Circuit and the Great States Circuit. The contract involves all of Universal's product and the cities covered by the deal are: Chicago, Aurora, Bloomington, DeKalb, Elgin, Galesburg, Joliet, Kankakee, Peoria, Rockford, Streator, Quincy, Paris, Sterling, Waukegan, in the State of Illinois, also La Crosse in Wisconsin.

* * *

OSCAR PRICE RETIRING LOUIS SELZNICK IN

It looks as if Oscar Price will retire and Louis Selznick and his associates will assume control of the Associated Exhibitors, Inc., if negotiations now in order are completed.

A certified check of $150,000 as a guarantee of good faith is in the hands of Mr. Selznick ready to be passed over to the Associated Bankers when the final details are completed.

Liquidator Mails Checks Shareholders Ottawa Theatres Limited

The Liquidator of Ottawa Theatres, Limited, formerly the holding company for Loew's Theatre, Ottawa, which was sold this last spring to the B. F. Keith Theatre Corporation, has mailed checks covering a dividend of 20 per cent. to preferred shareholders. While the company's affairs are not all wound up yet, it is intimated that this will probably be about all that the preferred shareholders will receive. Common stock holders will receive nothing, it is definitely stated.

The theatre was sold at a price of $537,000 and it has been estimated that the loss to over 1,000 shareholders will be approximately $300,000.

* * *

JAPANESE FILM SHOWN NEW GALLERY, LONDON

The first Japanese picture to reach England is "The Street Juggler." It was presented at the New Gallery Kinema on Regent St. Directed by Minora Murata, this picture is, unlike other Japanese films, titled. The production was made at the Kyoto Studios of the Japanese Cinematograph Company. Another Japanese film, "Musume," was shown in May at the Studio des Ursulines in Paris. The players are Japanese.

* * *

Henry Morton, owner of five independent theatres in Winnipeg, has returned with Mrs. Morton from a wedding tour to the New England States.

Exhibitors Declare Tax On Theatres Must Go

EXHIBITORS in Canada, land-owners, are organizing a campaign to eliminate the Amusement Tax. The first of the war-time measures, this tax appears the last to be eliminated although rumblings from the official legislative carriage have from time to time indicated that this encumbrance should be removed. It appears that the Motion Picture Industry of all Industries in Canada is the only one to pay a super-tax of 10 per cent. on its gross earnings, in addition to numerous other taxes and licenses. Here is a matter for exhibitors' power. Write where you know it will do the most good, write and talk now. See your Member and explain to him the unfairness of this tax, the fallacy of believing that this comes out of the coffers of the Industry, the public pays in increased admissions, the exhibitors, who are also the public, pay in increased rentals. History has proven that Industrial progress builds up a Nation, and that an over-taxed people are retrogressive, while those countries in which the people are tax-free, are the countries that spell prosperity.

* * *

Donat Paquet Adds Another Theatre to Group

Donat Paquin, well-known exhibitor of Hull, Quebec, has added a fourth theatre to his group of moving picture houses, having secured control of the Francais Theatre, Dalhousie Street, Ottawa. Mr. Paquin, who opened his first theatre in Hull, the National, back in 1908, now operates the two theatres in that city, the Laurier and Eden Theatres, and also operates the Imperial and Francais Theatres in Ottawa, Ontario.

For the re-opening of the Francais on June 5, the house was renovated from top to bottom, new projection and lighting equipment being installed as well as a new gold-fibre screen, and the place was re-decorated. The policy will be to change programmes three times weekly and prices are 11 cents for matinees and 16 cents for evenings. The first three pictures were "The Barrier," "The New Commandment" and "The Merry Widow."

Mr. Paquin's first theatre was located on the site now occupied by the Post Office in Hull. In 1914 he built the Eden Theatre on Main Street, Hull, this still being a fine investment. Three years ago he acquired the Laurier Theatre, Hull, a larger house. Some months ago he leased the Imperial Theatre, one of the largest theatres in Ottawa, from the estate of Harry Brouse, and now has taken over the Francais which caters to the French-speaking residents of the Canadian Capital. Associated with Mr. Paquin are Harry O'Regan and James Moxley, the latter having personal charge of the Imperial.

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"OUR GREAT BRITISH PICTURE"

Is Only Great When the Public Will Pay to See It At The Box Office

Can England Give Canada Twenty Great Pictures Yearly?

REGAL FILMS LIMITED are stepping right in line with the demand for British pictures. The object of every exchange in Canada, or elsewhere for that matter of fact, is to give the public what it desires, and this test can only be found at the box-office when it relates to Motion Pictures. Several British pictures in Canada have gained considerable popularity and through their success whetted the appetite of the public for more of their kind. Unfortunately, it was difficult for England to keep up the pace first set, for outside of her War Pictures, which are at all times box-office value, the other pictures did not measure up to the quality demanded by the public; and a "slump" in British picture presentation resulted. But England again "bucked" up and sent over some fine pictures which received excellent distribution and the market here, the pulse of the Canadian Industry, is for the presentation of British pictures if they will only send us some good ones.

Regal Films are now releasing, "Ypres," broadcasted with a special exploitation and advertising campaign which gave it phenomenal publicity. It is a Canadian War Epic; and if we are to judge what the public want by press comments, it appears that the Canadian public want to see Canada in War Action, Canada's service in the last War.

Betty Balfour is perhaps the best known English picture star in Canada. Many pictures of popular appeal have endeared this very clever artist to the Canadian part of the American continent. "Satan's Sister" gives Betty a splendid opportunity for her versatile gifts. "Reveille" is a comedy-drama which again presents this dainty little star. Another Regal British offering is "Every Mother's Son" which is acclaimed as a British masterpiece, and among Regal's new season offerings.

"Zeebrugge" Makes Hit.

"Zeebrugge" which had a run at the Regent, Toronto, was given presentations in all the Famous Players houses across Canada, while "The Prince of Wales' Tour," simply played; and is still playing Canada dry as far as bookings in her motion picture theatres are concerned.

Joint British Committee Meets.

Meanwhile a joint committee of British Film Producers and Distributors met in London, June 9th, to devise and discuss a scheme for the upbuilding of the British Film Industry. The plans submitted dealt with a British American reciprocity schedule, which was reported as having the approval of the American distributors in London before they were presented to the British Board; and the promise from these to recommend the scheme to the American head offices.

The plan must first win the approval of the British trade when it will be submitted to the Board of Trade for the purpose of getting the British Government's approval of a year's trial of the plan. The schedule governing release is as follows: American distributors shall acquire British films for bona-fide release in the U.S. and in Canada, at the ratio of one British for every twenty-five American, or a part thereof offered for exhibition in Britain. The plan is to run for five years and the term bona-fide means the same distribution, exploitation, publicity, which is accorded American-made pictures. If the plan is acceptable a recommendation will be made for the erection of large studios, for British production, equipped with all the necessities required for the making of super-pictures, these studios to be rented for production to foreign companies if required.

Pictures Key To Problem.

The plan sounds good providing the pictures are made. Looking at the situation with a pro-British eye, it appears that a twenty-five-one ration may be difficult to live up to at present. There are about five hundred pictures released in Canada yearly, not including the shorts and comedies. One out of twenty-five means twenty British releases. Can England furnish twenty features a year? The plea that America furnishes about half that number of its whole output in outstanding successes is a poor argument. More will be expected of British productions than one has become accustomed to in American production. A sliding scale of ratio covering a five-year period would prove fairer all the way around and of greater advantage to the British Industry which would have an opportunity to build up its production, its American prestige and trade.

Press Talk British

The fact that the press in Canada talk British pictures, laud them when they are presented at our theatres, is only important in relationship to their popularity with the Movie Fan. We find that Britishers, in connection with entertainment, whether it is represented by the theatre, or in sports are eager to applaud and approve British effort, having an inclination to indulge in a little "Hurrah" when the occasion presents itself, but are the most severe critics of poor effort, and religiously and unpatriotically, if you wish to use the patriotic angle, stay away from either British pictures, or sports unless they uphold the British tradition of "the best."

No agitation will sell inferior quality and although England has produced some material "as good and even better in exceptional cases" than America, weighed in the scales, American pictures on one side and English on the other, the American pictures weigh more heavily as far as box-office value is concerned; and after all, what is the proof of quality? Is it something which is marketable, something which the public want and will buy, or is it a substance which no one is interested in to see, or possess?

Pictures Must Be Universal.

Pictures cannot be made for selected groups, they must be made to please the entire human family; and I believe the patriotic angle, in connection with the production of Motion Pictures should be one of the considerations, but not the most important. Quality, box-office value must come first.

We know the power of the screen to teach, the British Government knows to what good use it can utilize its screen power. There is only one kind of talk in the whole proposition which is of outstanding value and that is the "money talk." It takes money to build up an Industry, to market that Industry. If England wishes to establish a British Film Industry, to market her product around the world, the first necessity, the heart of the movement calls for pounds, millions of England's lovely pounds.

Open Door Policy.

Have you observed how America is opening her doors to the best the world can give, technically and artistically in the production of Motion Pictures? Open your door too, England, bring them in, be they American, German, Russian, French, Norwegians, Italians, bring them all in, use the precious stuff of which their brains, their heart and their ambitions are made, utilize them in British stories, or in stories which deal, or come from their respective countries, weave all these fabrics into a gorgeous tapestry, the public asks only one question, "Is it Good?" and if that public happens to be British, and the fabric of many nations has been woven in England, the public adds "Three Cheers" and boasts, to box-office value, of "Our Great British Picture."

—Editor.

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CANADIAN MOVING PICTURE DIGEST

Vol. 18, No. 7. TORONTO, CANADA June 19th, 1926

REX INGRAM

HAS JUST COMPLETED
HIS GIGANTIC PRODUCTION

Big News!

The MAGICIAN

By Somerset Maugham

ALICE TERRY PAUL WEGENER

FOR
METRO-GOLDWYN

in the Parade of Hits for 1926-27

Advance Reports on "THE MAGICIAN" indicate that the director of "The Four Horsemen," "Scaramouche," "Mare Nostrum" has now produced his GREATEST HIT!

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO

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P.D.C. BELL-RINGER

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PRODUCERS DISTRIBUTING CORPORATION

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FOREIGN DISTRIBUTORS PRODUCERS INTERNATIONAL CORPORATION
130 West 46th. Street
New York, N. Y.

He Who Laughs Best

The WISE SHOWMAN who put his money on P. D. C. is the fellow who is laughing now and cashing in BIG MONEY. Not just a few lucky pictures, but HIT after HIT—SENSATION after SENSATION. Never in the history of the industry has there been recorded such a consistent forward sweep as that registered by the GREAT DEMILLE-METROPOLITAN 1925-26 Program.

Don't envy the other fellow--get yourself a P.D.C. Contract and clean up.

HERE'S another BIG ONE on the way

BULLSEYES!

"THE VOLGA BOATMAN" held for 2nd week at GARRICK, Minneapolis

MARSHALL NEILAN'S "WILD OATS LANE" scores with $13,500 record at CALIFORNIA Theatre, San Francisco.

"THE UNKNOWN SOLDIER" held over 2nd week at FIGUEROA, Los Angeles.

"BACHELOR BRIDES" starring ROD LA ROCQUE clicks heavily with audiences at KEITH'S HIPPODROME, Baltimore.

To satisfy public demand "THE VOLGA BOATMAN" booked for REPEAT FIRST-RUN at Harry Crandall's METROPOLITAN, Washington.

Al Christie's Surprise Special "UP IN MABEL'S ROOM" starring MARIE PREVOST rated biggest comedy sensation since "Charley's Aunt."

Cecil B. DeMille's "The Volga Boatman" held for 2nd Week--Capitol, New York and the Season's Box-Office Hit in Canada

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Producers' Distributing Corp.

Titles of Our 1926-27 Feature Pictures

The Nervous Wreck
Gigolo
Sunny Side Up
The Yankee Clipper
The Speeding Venus
Meet The Prince
Alimony Only
The Flame of the Yukon
A Harp in Hock
The Sea Wolf
Ladies Must Love
For Wives Only
The Country Doctor
Risky Business
Almost a Lady
Young April
West of Broadway
Pals in Paradise
Rejuvenation of Aunt Mary
The Clinging Vine
Rubber Tires
The Night Bride
The Heart Thief
The Little Adventuress
Cruise of the Jasper B
Her Man O' War
Jewels of Desire
Vanity
Man Bait
His Dog
White Gold
Corporal Kate
Nobody's Widow
Getting Gertie's Garter
No Control
Al Christie Special
Fighting Love
Jim the Conqueror
Turkish Delight

42 Master Productions

That will Prove a Revelation to Showmen and to Show-goers

Season 1926-27

Every Element that makes the Big Showman Programme:

Box Office Personalities
Directorial Geniuses
Noted Authors
Dramatists
Scenarists
Variety
Studio Facilities

In these essential elements for Good Pictures P.D.C. leads them all

Producers' Distributing Corp. offers this wonderful Line-up of Better Pictures for Season 1926-27 with the full assurance that it comprises the Best on the Market.

Stars in Our 1926-27 Feature Pictures

Marie Prevost
Leatrice Joy
Rod LaRocque
Jetta Goudal
William Boyd
Joseph Schildkraut
Marguerite de La Motte
Lillian Rich
Charles Emmett Mack
Edmund Burns
Henry B. Walthal
H. B. Warner
Laska Winter
Junior Coghlan
Robert Edeson
Lilyan Tashman
Vera Reynolds
Priscilla Dean
John Bowers
Seena Owen
Rudolph Schildkraut
Robert Ames
Julia Faye
Theodore Kosloff
Victor Varconi
Rockcliffe Fellowes

World's Greatest Directors

Cecil B. De Mille
Paul Sloane
Edward Dillon
William K. Howard
Alan Hale
Frank Reicher
Frank Urson
E. Mason Hopper
William C. De Mille
Donald Crisp
George Melford
Rupert Julian
Ralph Ince
Al Christie

REGAL FILMS LIMITED

Sole Distributors for the Dominion of Canada

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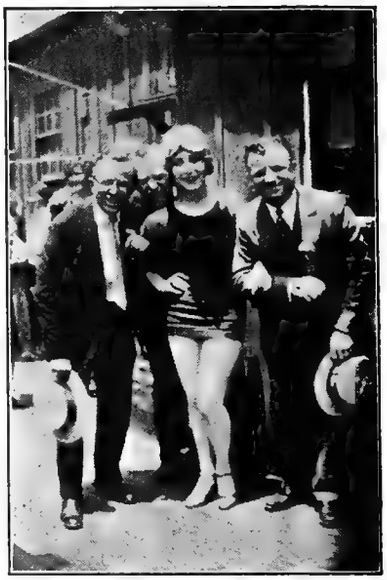
Our President, J. C. Brady, shows you that an Irishman is eternally ambitious; and that a bathing beauty only ceases to be attractive to him after 109. So Mr. Brady has still fifty years in which to continue nifty.

J. Smith, of the Kum-C Theatre, Toronto, the gentleman on the extreme left, endeavoring to get a look in with a little "dream" which Texas has cornered.

Canada at Los Angeles

PICTURES SPEAK LOUDER THAN WORDS

"Splash me! Go on and splash me!"



J. Smith, right, and Sammy Bloom, left, very chummy with another petite bathing queen while George Lester of the King's Theatre, merely gets a "look in."

But here is where George Lester, second from left, really puts his arm around the dainty little lady.

Canada gets out of the water to meet the Hal Roach Pathe "Gang."

And here Hoot Gibson of Universal fame steps right into the water to have his own way.

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Paramount Pippins

15th BIRTHDAY GROUP

FOR ADVANCE FALL BOOKINGS

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You said it!

RICHARD DIX

in "Say it Again"

is the best Dix comedy yet!

A JUNE Paramount Picture

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COMPARE!

Paramount's

Big 1926-7 Specials like "Beau Geste," "Sorrows of Satan," Harold Lloyd, "The Rough Riders," "The Wedding March," "Glorifying the American Girl," "Kid Boots," "The Show Off," and others . . . . . **WITH** the long run stuff offered elsewhere for picture houses this fall

Paramount's

Stars like Lloyd, Gloria Swanson, Meighan, Dix, Bebe Daniels, Raymond Griffith, Gilda Gray, MacLean, Menjou, W. C. Fields, Pola Negri, Eddie Cantor, Florence Vidor, Esther Ralston, Beery and Hatton, Clara Bow and more . . . . . **WITH** any other company's roster of box office names

Paramount's

Showmen-Directors like Cruze, D.W. Griffith, St. Clair, Von Stroheim, Neilan, Frank Lloyd, Dwan, Sutherland, Brenon, Beaudine, Tuttle, La Cava and Big New Ones to be announced soon . . . . . **WITH** the production brains operating at other studios

Paramount's

method of doing business face-to-face as exemplified by the recent 40 round-table meetings attended by over 2,000 exhibitors . . . . . **WITH** the old, antiquated system of buying and selling a product

Compare?

—— there is no comparison!

Paramount Pictures

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Famous Lasky Film Service

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The Canadian Moving Picture Digest

Managing Director and Editor-in-Chief
RAY LEWIS

SUBSCRIPTION
$5.00 Yearly

CANADIAN MOVING PICTURE DIGEST
INDEPENDENT * AND * PROGRESSIVE
CANADIAN PRODUCTS
TRADE WEEKLY MAGAZINE

ESTABLISHED 1915
FOR EXHIBITORS

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Vol. 18, No. 7. TORONTO, CANADA June 19th, 1925

Ray Presents

"SUBSIDIZED"

"TO-DAY" denounces the story in "Variety" which alleged that "Today" is producer-controlled, as a lie. Go to it, "Today." I am taking a holiday. Besides "liar" is such a familiar, fond expression used in our Industry. Many a conservative paper has been known to give you a scientific demonstration of the possibility of the Jonah-Whale story by publishing that even to-day there are Jonahs foolish enough to be swallowed by Whales and Whales foolish enough to swallow a Jonah.

But why get "touchy" about a story which a newspaper needs as a summer tonic? The sacrifice of a lamb, or a goat, even a pair of turtle-doves has a religious odour; and many a goat gets sacrificed without knowing it. Therein lies the sting.

If "Variety" wishes to cut your throat "Today," be a willing martyr. After all you know we scribes must stick together, even if we are caught by somebody's fly-paper. Children thrill to "You did," "I didn't," but it takes more than a denial to give a grown-up a thrill. You have been growing fast, "Today." Here's to your to-morrow.

As for "Variety," you must confess that jointly "To-day and "The Digest" made a fine news story, I'll bet you were glad we were "knocked" together. "Misery does like company." I wonder if that story was as amusing to you as it was to me. My but it gave me a great laugh. But anyway I am the best audience in the world when it comes to a story. My desire to laugh, laughs easily. Ask George Weeks, Phil Reisman, Jim Grainger

(Continued on Page 12)

The Life of Christ

IF WILL HAYS introduces a system whereby the production of an idea, or title becomes the creator's exclusive property I will say that he is far on the road to an Ethics in this Industry which can only mean for it prosperity, and much good. The stampede which followed a title or idea before the registration idea became effective was as demoralizing as it was unprofitable.

Cecil B. DeMille drops his proposed production of "The Deluge" because Warner Bros. registered the "Noah Flood" episode previously. This is honorable upon the part of Cecil DeMille and wise showmanship. For one production is sufficient to satisfy the wants of the public on this theme. Two pictures of the same kind not only split the profits, but impair the chances of profits for the production which must necessarily follow the first presentation of the idea.

"Thirty Pieces of Silver," "Judas," "The Kiss," are all titles which are in conflict in connection with a picturization dealing with "The Life of Christ." There are many versions possible, but let producers keep this one precaution in view. Jesus is the only Character in the Bible Who is said to be God in the Flesh. Religiously disposed people may be moderate in all their ideas, but those bordering upon their religious views. Remember in your picturization of Christ you are dealing with the most delicate subject, the one most possible of censure, of fanatical opposition; and use great discretion and delicacy in your handling of the theme.

Such a picture can do much good, not only to this Industry, but to humanity. Ten years ago I wrote a story called, "A Son of God," dealing with "The Life of Christ." Isador Bernstein desired to produce it, but his "bosses" told him to have his head read. Times have changed. Although a picturization of the life of The Master may be a sublime and inspiring enterprise, the danger angle should be handled with "kid gloves."

Ray Lewis

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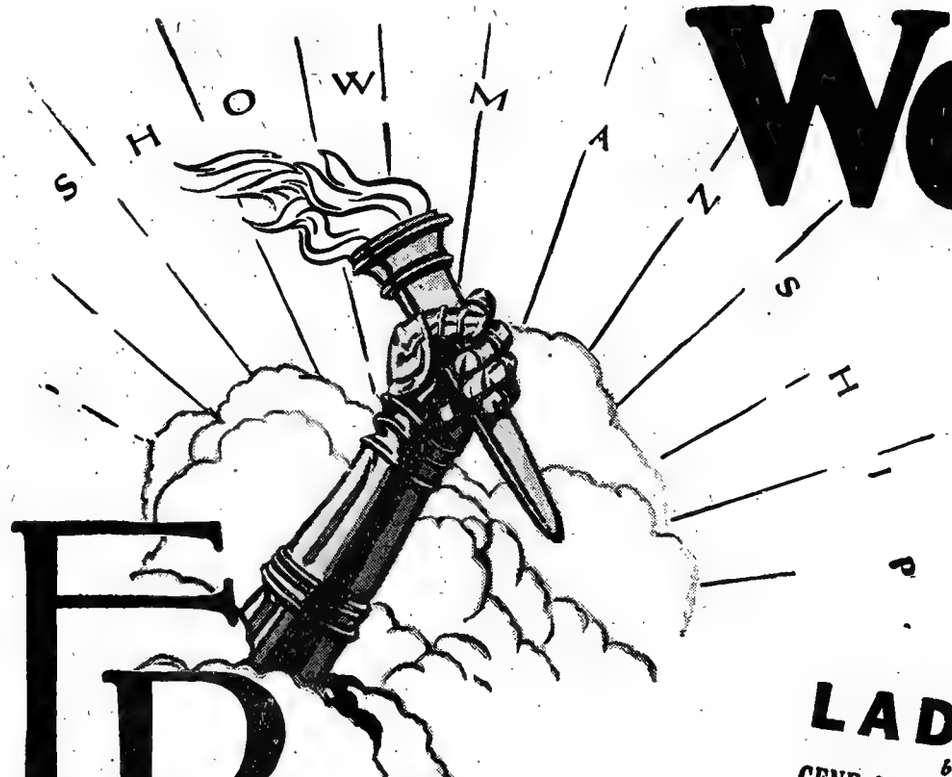

World's Acclaim Greater

FBO

12 GIANT

LADDIE
by
GENE STRATTON-PORTER
The industry KNOWS that Gene Stratton-Porter is the MIGHTIEST AUTHOR NAME DRAW OF THE HOUR!
Produced by J. Leo Meehan

KOSHER KITTY KELLY
New York Comedy Stage Hit!
The Irish-Jewish theme is irresistible! What a show you'll get! What laughs! What thrills!
Viola Dana, Vera Gordon and Nat Carr

THE MAGIC GARDEN
The second contribution to the F. B. O. Program by Gene Stratton-Porter. Serialized in McCall's Magazine published as novel by Doubleday Page.
Directed by J. Leo Meehan

ROSE OF THE TENEMENTS
A melodrama limned against the Trillion Dollar Skyline of the World's Metropolis. A beautiful girl fighting her way through the murk of the slums!
From the novel "The Stumbling Herd" by John Moroso

Box-office Stars Whose

FRED THOMSON
WORLD'S GREATEST WESTERN STAR
and SILVER KING
In SIX Super-Western Specials!
Most consistent box-office draw in the industry.

EVELYN BRENT
In SIX melodramas touched with comedy. Another great PERFORMANCE bet.

GEORGE O'HARA
Hero of "Fighting Blood" and other great attractions in SIX BIG ACTION MELODRAMAS.

GREATEST SHORT SUBJECT PROGRAM IN THE INDUSTRY

BILL GRIMM'S PROGRESS
H. C. WITWER'S Collier's Magazine series of featurettes (*twelve chapters*)

WISECRACKERS
H. C. WITWER'S Cosmopolitan Magazine series of featurettes. (*twelve chapters*)

STANDARD COMEDIES
Twelve of them
Better than ever!

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Ablest Showmen

FBO's Mammoth Profits Line-up for 1926-27

Fifty-Four Greater F. B. O. Attractions!

GOLD BONDS

12 GOLD BOND SPECIALS! 48 COMEDIES!
Great Authors! Great Stars! Great SHOW IDEAS!

HELLO BILL
(Glorifying The Elks Of The World)
Compared with which all tie-up propositions of the past are dwarfed and made puny!
Never such an all-embracing box-office sweep as this!

BIGGER THAN BARNUM'S
Great Circus Melodrama!
Monumental and Magnificent Manifestations of Nature never before seen in one Mammoth Eliptical Arena!
Story by Arthur Guy Empey
VIOLA DANA, RALPH LEWIS, GEO. O'HARA and RALPH INCE.

BREED OF THE SEA
What a boon to box-offices that cry for vigorous, knife-edged melodrama!
PETER B. KYNE
is a MONEY name towering to the high heavens!

TARZAN
AND THE GOLDEN LION
Another great author joins F. B. O's galaxy of noted writers! EDGAR RICE BURROUGHS has written dozens of best sellers! Tarzan is a glamorously romantic figure known the world over!

HER FATHER SAID NO
Zipping and zooming Laugh Carnival from the dancing pen of the Grand Vizier of Wisecrackers!
H. C. WITWER'S
de Luxe Comedy Action Super-Feature.

THE CITY OF SHADOWS
A great big show aimed flush at the solar-plexus of your box-office! The crackling genius of MARY ROBERTS RINEHART whipping through every smashing sequence!

MOTHER
Another author of sweeping popularity and the greatest of human themes —"Mother". A great novel by
KATHLEEN NORRIS
already read and re-read by countless thousands!

HER HONOR THE GOVERNOR
"Ma" Ferguson and Nellie Ross, Governors of Texas and Wyoming, have brought the American woman definitely into national politics with
PAULINE FREDERICK

Radiance Lights the World!

ALBERTA VAUGHN
In SIX de luxe comedy dramas spiced with pepper and tabasco. What a box-office sweep she is!

BOB CUSTER
In EIGHT Western smashers. On the threshold of greater triumphs.

TOM TYLER
and his Pals
in EIGHT humming Westerns. Watch him step!

RANGER
New Police Dog Star in FOUR outdoor melodramas. All invested with F. B. O's great showmanship!

WHIRLWIND COMEDIES
12 great new novelties starring
CHARLIE BOWERS

"Profits for Showmen! Entertainment for the Public!"

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Up and Down Main Street

Ray Presents

(Continued from Page 9)

and W. Fraser, we all went down on the same train to New York about eight months ago. I say Fraser, do you remember the old maid who was so thirsty? No one laughed but me. I still laugh when I think of how thirsty an old maid can be; there's humour in that story, but it takes a Britisher to see it; and that's how I feel about "Variety." The only part that "riled" me was the "Mrs. Ray Lewis." Discovered!

* * *

THE Canadian delegation to Los Angeles were conspicuous at the Convention for their silence. I am beginning to believe that Eve really handed Adam the apple and started the row in the Garden of Eden.

* * *

Sam Bloom caught a glance of some of the pictures of our Canadian delegation at Los Angeles and said, "You should see some you did not get." I agree with Sam, but I am from Missouri, Show Me.

* * *

If Los Angeles presented anything more naive than the "gayety" at Milwaukee, none of our Canadian delegates would have returned to Toronto.

* * *

To those exhibitors who sent greetings and so kindly inquired for me, my thanks and here's hoping we meet in 1927.

* * *

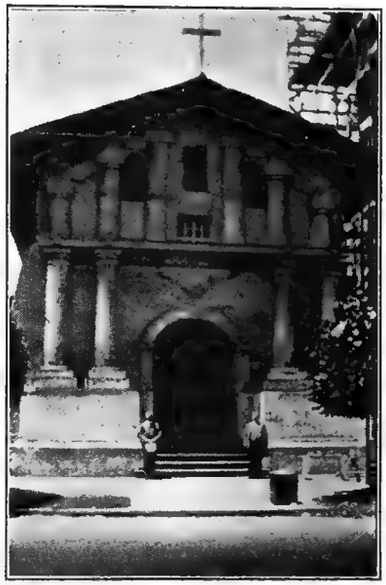
The boys say that they missed me, well, there is an equal thrill in being greeted and being missed, besides someone credited with being a sage said "Familiarity breeds contempt" and "Distance lends enchantment."

* * *

THE FACT that the United Amusement Company has a half interest in the former Allen Theatres, the Westmount and the Amherst, Montreal, has given rumour a chance to circulate that the Allen and the Nathanson interests are now joined up. It looks as if N. L. is being given credit for either being a Napoleon or a diplomat. All opposing forces become one family. Now perhaps the family can take a bite out of the Amusement Tax and other sundries which are continually nipping at the heels of the Industry. It's a great business if you don't lose your sense of humour.

ANOTHER Canadian delegate informs us that our most radical opponent to the idea of exhibitor-distributor-producer interests linking up with exhibitors for the general good, stated that one must move with the times. The producer-distributor-exhibitor has been recognized as "It" in the Industry, meaning his position is legitimate, also his method of doing business, so that those who saw in the combination a menace, must swing with the crowd. When you take a close-up of the situation, with all the producers of importance owning, or affiliated through contractual arrangements with certain producers, with even the smaller theatres protected by contracts with certain producers, it appears difficult to discover the dividing line. Now that hundreds of Independent theatre owners have become managers for chain theatres, linked up, or have sold a part interest in their theatres to producer-distributor-exhibitor chains, it looks like a bigger family than ever.

And back of this whole line-up is a marvelous organizer, famed for such executive ability. Those who know, know whom we mean, it isn't necessary to mention names, he too knows; and those who do not know are not ready for such education methinks, so why hand nuts to mild-bottle babes?



The oldest Mission in Los Angeles. J. C. Brady and A. Pollokoff visitors.

K.K.K. Is Not Klu Klux Klan But F.B.O's "Kosher Kitty Kelly"

WITH the production of "Kosher Kitty Kelly" now under way, Film Booking Offices is well ahead on its schedule of Gold Bond pictures for the new season, "K. K. K." as it is familiarly known on the lot, is the fourth of the twelve big specials on the list, the first three, "Bigger Than Barnum's," "Laddie," and "Her Honor the Governor," having been completed. Viola Dana heads the cast of the well-known Jewish-Irish stage play, with Tom Forman, Vera Gordon, Nat Carr, Carroll Nye, Kathleen Myers, and Stanley Taylor play the chief roles, and Jimmy Horne directing.

FRED THOMSON'S NEXT

Fred Thomson is preparing his next Western drama, "The Lone Hand," an original story by Frank M. Clifton, which Reeves Eason will direct. Eason is the man who handled the megaphone on the remarkable chariot-race sequence in "Ben Hur," and is noted for his ability in securing vivid realism in action scenes.

ALBERTA VAUGHN FEATURE

Alberta Vaughn is getting ready to make her bow in her first feature-length comedy, "Collegiate," following her big success in several F. B. O. two-reel series.

"BILL GRIMM'S PROGRESS"

Ralph Ceder is busy with the current two-reel production 'Bill Grimm's Progress,' now in the fourth episode. Jack Luden and Margaret Morris have the leading roles, with Grant Withers, Al Cooke, Kit Guard, Yvonne Howell, and Johnny Gough as featured players.

"FLAME OF THE ARGENTINE"

Evelyn Brent has just completed "Flame of the Argentine," under Eddie Dillon's direction, and is conferring with Doris Anderson, who is writing the continuity of her next vehicle, "Princess Pro Tem," from Harry Hoyt's story.

"OUT OF THE WEST"

Tom Tyler is polishing up his chaps and saddles in preparation for his next picture, "Out of the West," from an original story by Frederick A. Mindlin. Wyndham Gittens is doing the continuity, and Bob DeLacy, who has been piloting Tyler's recent dramas, will again direct.

Before Buying Pictures Read The Digest Advertising Pages.

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A ROYAL PERFORMANCE

"Nell Gwyn" with Dorothy Gish Which Opened Paramount's Plaza, London, Coming to Canada

London Performance Opened in the Presence of

His Royal Highness Prince ARTHUR OF CONNAUGHT, K.G., K.T.

Her Royal Highness Princess ARTHUR OF CONNAUGHT.

Her Highness Princess HELENA VICTORIA, G.B.E.

H.R.H. The Prince of Wales advised "Take the British Film Industry seriously."

HIS ROYAL HIGHNESS, THE PRINCE OF WALES, at a Film Trade luncheon where he was the Royal Guest of Honour, advised "to take the British Film Industry seriously." The opening of the Plaza, London, England, in the presence of members of the royal family, and representatives of royalty, nobility, the aristocracy of birth, brains, wealth, the aristocracy of democracy shows how seriously the British Film Industry is taken in England.

The presentation of "Nell Gwyn" on the Paramount Pictures Programme for American distribution, the selection of this picture to open the Famous-Players' theatre in London, the selection of "Nell Gwyn" for distribution in Canada through Famous-Players-Lasky Film Service shows how seriously the outstanding American producers and distributors are taking the British Film Industry.

There is but one way to test the value of British productions in Canada; and that is through the box-office. Here we have in "Nell Gwyn" what has been acclaimed a British Masterpiece. American critics have given it a rating equivalent to that rating earned by the best productions made in the United States. How Canada will receive this picture will do more for the position of British pictures in Canada than all the columns of British picture propaganda with which we have been regaled. —*Editor.*

Among the distinguished guests who witnessed the opening performance of "Nell Gwyn" in London, we find the following names:

The Duke of Argyll
Katharine, Duchess of Westminster
The Rt. Hon. the Marquess of Bath, K.G., P.C.
The Rt. Hon. the Earl of Crawford & Balcarres, K.T., P.C.
The Rt. Hon. the Earl of Cromer, M.V.O., P.C.
The Earl of Strafford
The Countess of Strafford
Grace, Countess of Wemyss & March
Sybil, Countess Brassey
The Lady Mary Thynne
The Lady Marjorie Merriam
The Viscount Chaplin, D.L., J.P.
The Viscount de Vesci
The Viscountess de Vesci
The Viscount Hampden, K.C.B., C.B., C.M.G.
The Viscountess Hampden
The Rt. Hon. Lord Mildmay of Flete, P.C., D.L., J.P.
The Lady Mildmay of Flete
Lord Richard Nevill, C.M.G., C.V.O.
The Hon. Ursula Lawley
Lady Elizabeth Byng
Lady Iris Capell
Lady Evelyn Malcolm
Lady Bridget Parsons
The Rt. Hon. Lord Aberconway, P.C., K.C.
The Lady Aberconway
The Rt. Hon. Lord Ashfield, P.C.
Lord Dewar, J.P., D.L.
The Lady de L'Isle & Dudley
Lady Helen Murray
Col. John Murray, D.S.O.
The Hon. Sir Arthur Lawley, G.C.S.I.
The Hon. Lady Lawley
Lord Waring
Capt. the Hon. Rupert Keppel
The Rt. Hon. William C. Bridgeman, P.C., M.P.
Dame Caroline Bridgeman, G.B.E.
The Rt. Hon. J. Ramsay Macdonald, P.C., M.P.
The Rt. Hon. Sir Philip Cunliffe Lister, K.B.E., P.C.
The Hon. Anthony Mildmay
he Hon. Helen Mildmay
The Hon. Mrs. Richard Norton
The Hon. Mrs. John Russell
Lt.-Col. the Hon. Arthur Murray, C.M.G., D.S.O. M.P.
The Hon. John Collier
Sir John Bland-Sutton, Bart., P.C.R.S.
Lady Bland Sutton
Sir Harold Bowden, Bart.
Lady Bowden
Lt.-Col. Sir Frederick Hall, Bart., K.B.E., M.P.
Sir Clement Kinloch-Cooke, Bart., M.P.
Lady Kinloch-Cooke
Sir Frank Meyer, Bart., M.P.
The Rt. Hon. Sir Alfred Mond, Bart., P.C., M.P.
Lady Mond, D.B.E.
Sir George Newnes, Bart.
Lady Newnes
Sir Albert Seymour, Bart.
Sir Squire Bancroft
General Sir Bindon Blood, G.C.B.
Lady Blood
Sir Basil Clarke, K.B.E.
Lady Clarke
Col. the Hon. Sir George Crichton
Sir Frank Dicksee, P.R.A.
Sir Banister Fletcher, V.P.R.I.B.A., F.R.G.S.
Sir George Frampton, R.A.
Lady Frampton
Lt.-Col. Sir Walter Gibbons, K.B.E.
Sir William Jury
Sir Charles Kavanagh, K.C.B., K.C.M.G., C.B.
Lady Kavanagh
Sir Edward Penton, K.B.E.
Lady Penton
Rt. Hon. Sir Frederick Ponsonby, G.C.V.O., K.C.B.
Lady Ponsonby
Air Marshall Sir John Salmond, K.C.B., C.M.G.
The Hon. Lady Salmond
Major Sir Percy Simmons, K.C.V.O., J.P.
Sir Oswald Stoll
Sir George Sutherland
Lady Sutherland
Sir William Tyrell, G.C.M.G., K.C.V.O., C.B.
Sir Arthur Willert, K.B.E.
The Rt. Hon. T. P. O'Connor, P.C., M.P.
Miss Armour
Miss Marie Ault
Randle Ayrton, Esq.
H. Bausbach, Esq.
John Becket, Esq.
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Mr. & Mrs. B. Blumenthal
Dr. Bolt
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Alderman & Mrs. G. B. Brooks
H. J. Buckland, Esq.
Dr. & Mrs. Calwell
Col. R. B. Campbell, D.S.O.
Miss Campbell
Mr. & Mrs. Russell Chapman
Col. A. G. Chesney
M. J. Chesney, Esq.
Mr. & Mrs. Charles Cochran
Arthur Collins, Esq.
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Henry Arthur Jones, Esq.
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Capt. Donald Simson
Mr. & Mrs. H. Stuart-Barker
H. Vane Sutton, Esq., M.R.C.S., L.R.C.P.
Mrs. Frank Tours
Mrs. W. Upjohn
Mr. & Mrs. F. T. Verity
Major & Mrs. Vigor
Mr. & Mrs. R. S. Wade
W. W. Wakefield, Esq., Captain and Members of the England Rugby Team
Col. A. E. Webb-Johnson, C.B.E., D.S.O., F.R.C.S.
Mrs. Webb-Johnson
Mr. & Mrs. Herbert Wilcox
Mr. & Mrs. J. D. Williams
Eugene Zukor, Esq.

The cast presents Dorothy Gish as "Nell Gwyn." The story is by Marjorie Bowen, the direction by Herbert Wilcox.

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A box office thrives on star value only and no theatre can live a long and healthy life without it - -

RICHARD BARTHELMESS
NORMA TALMADGE
CONSTANCE TALMADGE
LEWIS STONE
AILEEN PRINGLE
HARRY LANGDON
DORIS KENYON
KEN MAYNARD

COLLEEN MOORE
CORINNE GRIFFITH
MILTON SILLS
DOROTHY MACKAILL
JACK MULHALL
ANNA Q. NILSSON
JOHNNY HINES
MARY ASTOR

One or More Big Names in Every First National Picture

—when they ask you what's on to-night--don't they always say "who's the star?" - - First National offers you names that SELL seats over the telephone

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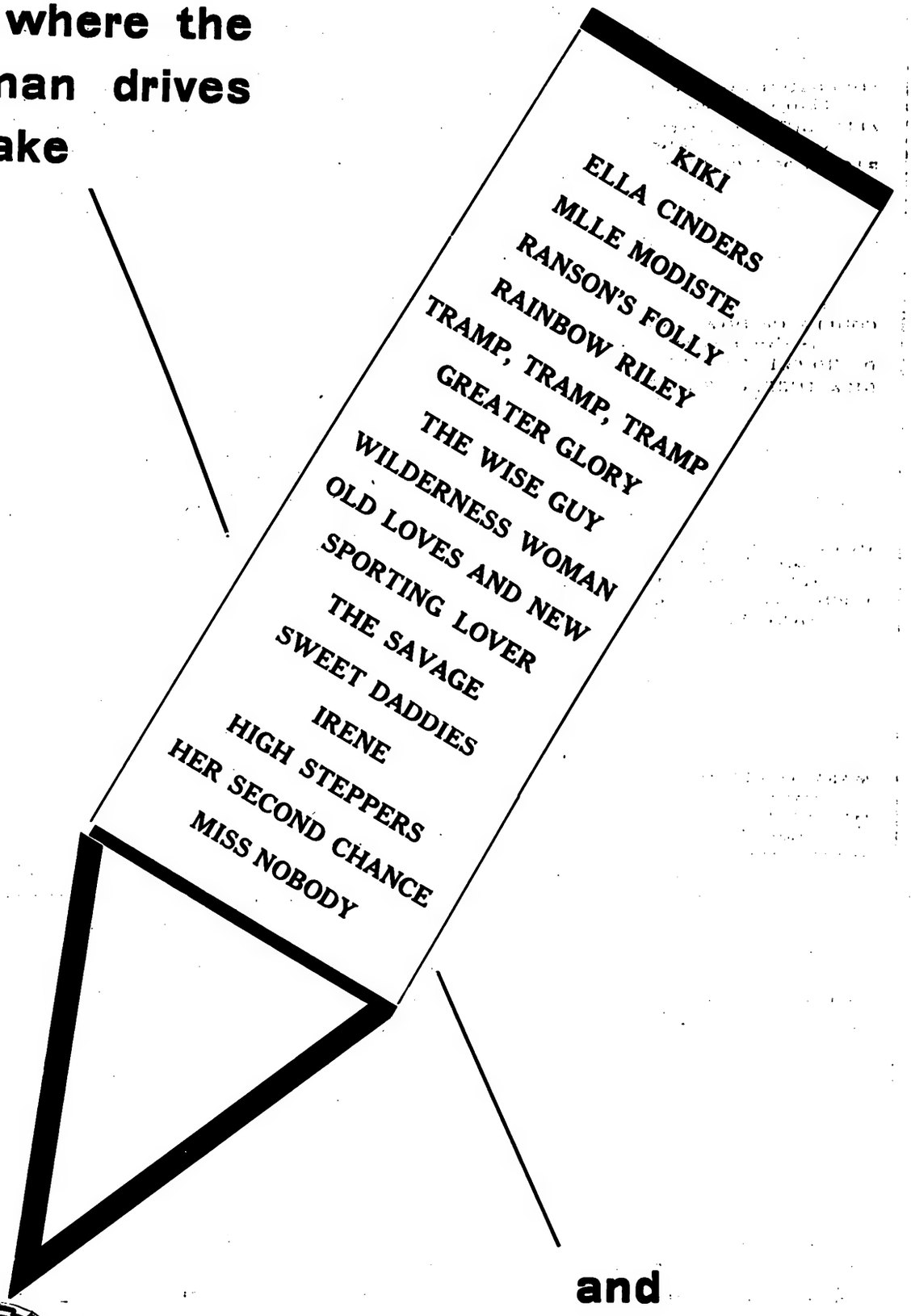
Right where the showman drives his stake



FIRST NATIONAL PICTURES

and makes his stake

FIRST NATIONAL PICTURES

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British Films Available in Canada

ADVENTURES OF MR. PICKWICK—Independent Films. 6 Reels. Story by Charles Dickens.

ALF'S BUTTON—Independent Films. 6 Reels. Alf of Better 'Ole; famous with the magic button.

BACHELOR'S BABY—Independent Films. 5 Reels. Comedy-drama by Rolf Bennett.

BETTER 'OLE—Independent Films. 7 Reels. Story of Ole Bill, Bert and Alf, by Bruce Bairnsfather.

CHU CHIN CHOW—Regal Films. 9 Reels. Betty Blythe. Tale of Ali Baba and the forty thieves.

COME ON LOVING CUP—Regal Films. 6 Reels. An all-star cast. Racing story.

COUPLE OF DOWN AND OUTS—Regal Films. 6 Reels. The problem of the discharged soldier and his artillery horse. Wholesome.

DAVID COPPERFIELD—Independent Films. 7 Reels. Dicken's famous story.

DICK TURPIN'S RIDE TO YORK—Independent Films. 7 Reels. Matheson Lang. Historical story.

EVERY MOTHER'S SON—Regal Films. 7 Reels. Full of good British ideas with excellent acting.

FIREBRAND'S RUN—Independent Films. 6 Reels. Lillian Hall Davis. Racing story of a different kind.

GAME OF LIFE—Independent Films. 9 Reels. Lillian Hall Davis. High spots in Queen Victoria's reign.

HUTCH STIRS 'EM UP—(Hurricane Hutch)—Canadian Educational. 5 Reels. Charles Hutchinson. Based on Harding's popular novel "The Hawk of Rede." Healthy adventure.

I WILL REPAY—Canadian Educational. 7 Reels. Holmes Herbert. The thrilling Scarlet Pimpernel romance by Baroness Orczy.

LIGHTS OF LONDON—Vital Exchanges. 6 Reels. Wanda Hawley and Nigel Barry. From George R. Sim's famous melodrama.

LOVE, LIFE AND LAUGHTER—Regal Films. 6 Reels. Betty Balfour. A Comedy drama.

MANY ADVENTURES—(Hurricane Hutch)—Canadian Educational. 6 Reels. Charles Hutchinson. Story of pluck and skill. Picturesque village of Houghton, England.

MARY, QUEEN OF SCOTS—Canadian Educational. 8 Reels. An historical drama.

ME AND MY GAL—Independent Films. 5 Reels. Betty Balfour. The Romance of Squibbs, the flower girl.

MORD EM'LY—Independent Films. 6 Reels. Betty Balfour. Domestic comedy-drama.

MY PAL 'UGHIE—Independent Films. 6 Reels. Victor MacLaglen and Hugh Wright. Adapted from Bart Kennedy's famous novel—"The Sailor Tramp."

NEGLECTED WOMEN—Canadian Educational. 7 Reels.

OLD BILL THROUGH THE AGES—Canadian Educational. 8 Reels. Syd. Walker. Story especially written by Bruce Bairnsfather. Merry burlesque.

OUT TO WIN—Canadian Educational. 5 Reels. Clive Brook. Based on a well-known Shafesbury Theatre success. Plenty of thrills.

PASSIONATE FRIENDS, THE—Premier Films. 5 Reels. Picturization of H. G. Wells' book of the same name.

REVEILLE—Regal Films. 5 Reels. A post-war soldier story. Patriotic.

ROYAL DIVORCE, A—Independent Films. 9 Reels. World famous play by H. G. Wells and G. G. Collingham. Story of Napoleon and Josephine.

SATAN'S SISTER—Regal Films. 8 Reels. Betty Balfour. Story of the South Seas.

SENTIMENTAL LORD SAP—Independent Films. 7 Reels. Featuring Owen Moore and Lillian Hall Davis. Comedy.

SHE—Vital. 8 Reels. Betty Blythe. From Sir Rider Haggard's famous novel.

SQUIBB'S HONEYMOON—Regal Films. 5 Reels. Betty Balfour. A comedy drama.

SQUIBBS WINS THE CALCUTTA SWEEPS—Independent Films. 5 Reels. Betty Balfour. Sequel to ME AND MY GAL.

THROUGH FIRE AND WATER—Canadian Educational. 6 Reels.

TOUR OF THE PRINCE OF WALES—Premier Films. 11 Reels. Scenes taken in South Africa and South America.

UNWANTED—Independent Films. 8 Reels. Story of two sons and their part in the world war.

WEE MACGREGOR'S SWEETHEART—Independent Films. 6 Reels. Betty Balfour. Comedy drama.

YPRES—Regal Films. 8 Reels. A thrilling story of the immortal salient. Special Canadian appeal.

ZEEBRUGGE—Regal Films. 7 Reels. Made with official guidance and assistance to commemorate an historic event.

NELL GWYN—Famous-Lasky Film Service. 8 Reels. Dorothy Gish. The love story of a famous woman. First shown at the Plaza Theatre, London, under the patronage of Prince Arthur of Connaught, Princess Patricia and Princess Helena Victoria.

Has the Canadian Film Industry Sponsored British Films

WHILE all the British agitation for a British Film Industry through quota enactments is in progress, it is interesting to take a look at the Canadian Picture Industry and its attitude towards the British Film before the quota became a "bone of contention." On this page is a list of British pictures which have been, with the exception of perhaps one or two, "Nell Gwyn" and "Every Mother's Son," released in Canada. The two named are ready for release.

"Mac Observes" in the Exhibitors Daily Review, the anti-American Film agitation in London. His observations are fair and square and in his comments he quotes from The Film Renter and the Moving Picture News of London, England, the following:

"Last week we ware treated to a display of savage rancour against 'The Big Parade' never witnessed on a picture before. Every conceivable form of obloquy was showered on this film in a manner which is disgraceful.

"Who are these people that they set themselves up as high-souled saviours of the British people, and say what shall and shall not be shown? Did one ever hear of such ridiculous nonsense as a demand from insignificant persons for the American Ambassador to withdraw 'The Big Parade' from exhibition? For sheer bombastic arrogance this is really hard to beat. The thing has gone too far, and it is time the Trade hit back."

"THE BIG PARADE"

The attack against the Metro-Goldwyn-Mayer masterpiece "The Big Parade" by Laurence Stallings, author of the greatest success of the past season's New York dramatic offering, "What Price Glory," reveals a spirit which is foreign to me in connection with the British character.

If the agitation for British Films is, like "drowning men catching at a straw," to save or make a British Film Industry, this "Big Parade" makes a good straw I'll agree, but if the sincere, rational conservative element which saw England through the war, which saw her through labor troubles which would have precipitated civil war and revolution in other countries, if this element is behind the Anti-"Big Parade" propoganda, then for the first time in my history I find that England is losing its head.

"WE WON THE WAR"

"We won the war," of all the piffle to spout at a picture which shows how little there is to win in any war. "The Big Parade" which shows its own soldiers untrained, gum-chewing,

(Continued on Page 17)

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(Continued from Page 16)

girl-chasing, startled into terror at the realism that War means death, tramping over dead comrades in the face of machine guns which mow men down like the reaper does wheat. Where is the spirit of "We Won the War" in the "Big Parade?"

THE BIG IDEA

The big idea back of that picture is a message for peace—perhaps that is the reason for this un-British attack. The war-makers may have another war up their sleeve, and pictures revealing War as "Hell with the lid off," may instil men and women with the idea that we have a League of Nations which can eliminate wars. Again I state that the attack cannot come from the Britisher which spoke of America as "our Noble Ally;" and cannot come from the Britisher who is sound enough in his thinking to understand that the only way England can build up a British Film Industry is not through fanatical and biased anti-American propaganda, but through British pictures like "Nell Gwyn."

Up—Up—Up—Britishers, you are the makers of the British Empire and your strength lies in the sportsmanship spirit with which you have met every contingency, and emergency.

—Editor.

* * *

F. G. Spencer Restored to Health

Friends are welcoming F. G. Spencer of the F. G. Spencer Amusement Company, who has been for some months in the United States for special hospital treatment. Mr. Spencer's many friends are congratulating him on restoration to health.

Warner's Line-Up Looks Good

THE crashing success of "The Sea Beast" across Canada and the United States, followed by the engagement of John Barrymore in "Don Juan"' at Sid Grauman's Egyptian Theatre, certainly gives "Warners," the big place in this Industry for which they have been building and striving.

No engagement, including a Broadway showing, is of more importance than a booking by Sid Grauman for his Egyptian Theatre, Los Angeles. This theatre has become world-famed for its sumptuousness and artistry, the magnificense of its presentations.

The Egyptian inspired Joseph Schenck with the idea for the formation of the United Artists $20,000,000 theatre circuit proposition. A chain of theatres, of which The Egyptian is the first, for the pre-release showings of United Artist attractions.

It is reported that during a period of four years The Egyptian has presented eight pictures only. "Don Juan," Warner's superb Barrymore production is rumoured as good for a year's run.

Meanwhile Harry Warner will arrive in New York shortly in order to assist Sam Warner with final arrangements in connection with the presentation of "Don Juan" at the Warner Theatre, New York. The premiere will take place in July; and will be followed by "The Better 'Ole," with Syd Chaplin, which has already whetted the curiosity and appetite of our Industry.

Metro-Goldwyn-Mayer Confer Ottawa Official

William Orr, special representative of Metro-Goldwyn-Mayer, Inc., New York, was in Ottawa, Ontario, during the week of June 14 to survey the local situation with regard to the early production of "The Flaming Forest." Mr. Orr conferred with Raymond S. Peck, director of the Canadian Government Motion Picture Studio, Ottawa, regarding various important details.

* * *

Extra Shows DeMille's "Volga Boatman"

The Regent Theatre, Ottawa, Ontario, was so crowded every night during the week of June 12 for the presentation of "The Volga Boatman" that Manager Leonard Bishop found it necessary to run the first two reels of the feature over again after 11 P.M. each night to take care of the patrons who were unable to obtain admission to the theatre until late in the evening. For these "after presentations," musical accompaniment was provided by the organist.

Canada Called "The Sportsman's Paradise"

During a visit at Ottawa, Ontario, June 16 after a fishing trip to Fort Coulonge, Quebec, Rex Beach, noted author, announced that he had gathered Canadian material of a pioneer historical import for a moving picture production which is to be started by a United States producer as soon as Mr. Beach indicates the locations in Canada to be used in the story.

Speaking of moving picture production, Mr. Beach said: "I once had a motion picture company of my own but that isn't my game. I found that it meant office routine, the hiring and firing of men and administration details; — well, I passed that up. It wasn't in my line.

"The more I think of some places in this world, the more I am convinced that Canada is a sportsman's paradise—a singularly beautiful and entrancing land," he added.

MOTIOGRAPH DE LUXE IS

OUTSTANDING—

Because this magnificent Projector stands out as the only Projector with advanced engineering features such as Reflecting Arc Lamp, Direct Motor Drive, Title Brake and Double Bearing Movement with Ball Bearing End Thrust.

OUTPERFORMING—

Because the De Luxe Reflecting Arc and Mazda Equipments attain the maximum of light with sharpness of definition and evenness of field, ease and simplicity of operation at surprisingly low upkeep cost.

OUTSELLING—

The Motiograph De Luxe is outselling the country over, winning and holding the good will of all who buy it.

There is a Reason! Should you not Investigate?

The Coleman Electric Company

258 VICTORIA STREET - - TORONTO 2, CANADA

Before Buying Pictures Read The Digest Advertising Pages.

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Happy Endings for Movies Declares Milton Sills First National Star

MILTON SILLS, First National star, who is in New York playing the "star" role in "Paradise" at the Cosmopolitan studios, declares in favour of happy endings for movie stories. "I cannot bring myself to believe that we should have tragic endings in our pictures," states Mills. "There is really more happiness in Life than tragedy, if this was not so, Life would become extinct, Life wouldn't be worth-while, who would keep up the game of Life? We have an ultra-artistic element that can only see the artistic when some tragedy, horrible and hideous has been realistically portrayed, when "horror is piled upon horror" and an Edgar Allen Poe tragedy is, in comparison, as mild as a summer's breeze."

"Russian literature has introduced us to the school of realism with a vengeance. Fine for psychologists to read and dissect, masterpieces in style, but bound to make any normal human being's hair stand upon end "like quills upon the fretful porcupine." Do our Movie Fans desire to be entertained with the brutalities of Life, or are we to use poetic license, invoking the sunshine to break through the shadows, presenting the silver lining, which we have been taught, lines every cloud?"

"Take this picture in which I am now playing, 'Paradise.' How easy it would be for someone who loves tragedy to make an unhappy ending. But what a bad taste it would leave in the mouths of the movie-going public. I am a care-free sort of fellow who makes his living by his wits. I am married to Betty Bronson and we live in London. There is enough of the sordid to satisfy all. Then we jump to the South Sea Islands. The villain is a constant menace all the way there and another menace is discovered on our arrival. How easy it would be to have myself wiped out and my heroine fall into the hands of the cruel, half-savage caretaker on the island where she could be left to suffer until death. But why do that? We don't. We have a happy ending in which, when the audience is keyed up to the breaking point, all comes out happily and they will go away happy and talking about how sweet the ending was. It will leave them smiling. And isn't that better than to send them away crying? I think so."

Keith-Albee Golf Tournament

Joseph M. Franklin, manager of B. F. Keith's Theatre, Ottawa, Ontario, left June 21 for Rye, N.Y., where he is taking part in the big Keith-Albee golf tournament. A year ago Mr. Franklin did not know the feel of a golf club but now he is one of the most enthusiastic of Ottawa golfers.

* * *

Famous Winnipeg School

It is announced in Winnipeg that Famous Players will maintain in Winnipeg a school for the training of talented youths, maidens and juveniles for presentations to be given on the stages of the Capitol Theatres in Winnipeg. Dancing acts and specialties will be introduced from time to time in the picture programmes.

Exhibitors Apply Paint Brush Celebration Ottawa Centenary

Exhibitors of Ottawa, Ontario, co-operated with the civic authorities in preparations for the Ottawa Centenary which is to be celebrated shortly. A request was made by the city that all premises be painted, decorated and otherwise cleaned up so that the whole community would be in order for the home-coming visitors expected.

Quite a number of the local theatres have been done over. Donat Paquin has renovated the Francais Theatre inside and out; Herbert C. Benson has given the Fern Theatre a thorough painting; Manager James T. Moxley has made the Imperial Theatre look like a new place; Manager J. M. Franklin of B. F. Keith's Theatre has had the big house retouched where needed and improvements are noted at the Centre Theatre where Manager Don Stapleton is in charge. Manager Leonard Bishop is also arranging for structural improvements at the Ottawa Regent. The exhibitors have really spent quite a bit of money to put the theatres in first class shape.

* * *

George Law Promoted

George Law, who has been manager of the Universal Film Corporation branch in Winnipeg, has been promoted to territorial salesman for the company from the great lakes to the Pacific coast. Hymie Schwartz succeeds Mr. Law in the Winnipeg office.

ANNA Q. NILLSON'S "MR." MAKE-UP

Visitors to the "Miss Nobody" set over on the First National lot have to be told twice that it isn't "Mr." Nillson, for Anna Q.'s make-up has fooled more than one.
(With Louise Fazenda.)

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SHOWMANSHIP

Use Jewelry Window

For an exhibitor playing Paramount's "DESERT GOLD," a safe bet for a tie-up is with a jeweler. He will naturally have watches, ornaments, table silver and gold articles in his window displays.

Get his permission to put a card in his window reading: Just think! All these things came from Desert Gold. See this picture at the Star Theatre all this week.

* * *

Use Men's Shop

Managers of theatres playing First National's "RANSOM'S FOLLY" with Richard Barthelmess can tie-up nicely with a men's shop by using a poster bearing the following lettering:

"Ransom's Folly" was never such that he neglected to select his clothes with the greatest discrimination—See Richard Barthelmess in 'Ransom's Folly' at the Star."

* * *

Highway Pictures

In trying to put over any picture that has the highway idea in it, it is always possible to use the signpost stunt.

Have a number of hand signposts made out of cardboard or similar material, painted black with the title of the picture lettered on it in a bright color.

Put these signposts up at every important location possible and have the hands pointing in the direction of the theatre where it is being played.

This was worked successfully with Warner Brothers' picture called "The Gilded Highway."

Considered a Monta Bell masterpiece. Another Ibanez powerful story.

Street Stunt

A fine street ballyhoo can be worked up for the Fox picture called "EARLY TO BED."

Send out a couple dressed as bride and groom with a couple of kids as attendants, one carrying the brides train. The tie-up with the theatre may be accomplished by having a sign on the back of one of the urchins, or else cards may be distributed calling attention to the picture.

* * *

Exploitation Ideas

In connection with the presentation of the P. D. C. picture, "RED DICE," a very good street stunt may be worked.

Construct a canvas covered frame in the form of a dice, with the regulation dotted faces. Make it large enough to fill a truck and paint it red.

Then have a sign painted and placed on the truck that is to exploit it about the town.

"'Red Dice' played a big part in the tragedy of Alan Beckwith's life. See Rod La Rocque and Marguerite De La Motte in 'Red Dice' at the Royal Theatre all this week. You'll be thrilled."

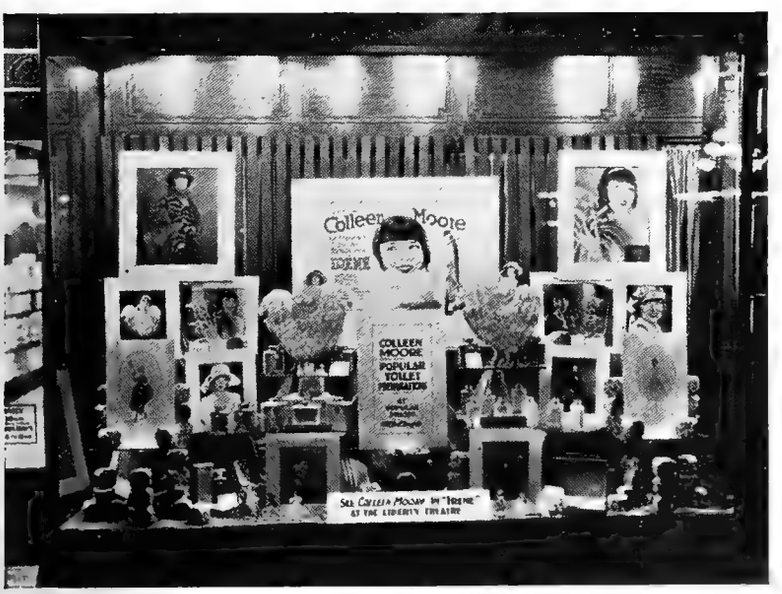
* * *

Rolling Contest

A stunt tried out successfully by a New England exhibitor in presenting Universal's "ROLLING HOME" with Reginald Denny, might bear repetition by others.

The manager arranged a special matinee for the children. Advertise that boys and girls attending the performance on roller skates, home made wagons, scooters, bicycles and anything else that rolls will be the guest of Reginald Denny for his rollicking picture.

The trick lies in the fact that every one expecting to be admitted in this way must carry a sign bearing the title of the picture.



"IRENE"

On the left of this page you have a Window Tie-up arranged with Owl Drug Store on "Irene"—First National Colleen Moore Success.

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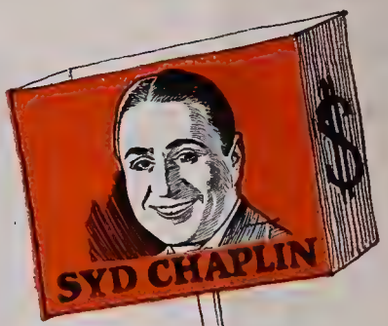
2000 Exhibitors Elect—

SYD CHAPLIN in Oh! What a Nurse!



—the Month's BIGGEST MONEY-MAKER

MORE THAN 2000 EXHIBITORS MAKE SELECTIONS

"Oh, What a Nurse,"
Warner Brothers

But now, with the valuable information derived from warm-weather experiences of showmen the country over—over 2000 of them to mention figures—the ability to pick such a picture for his own theatre is within the reach of every exhibitor who glances at the survey on this page.

Of the four pictures that exhibitors chose as the outstanding profit makers for June, three are intended to bring forth chuckles. "Oh, What a Nurse," with Syd Chaplin, is without a doubt, a mirth-maker of the highest order.

Laughs for the Summer

Let summer depression slip his scowl around the corner—all the exhibitor has to do to put him to route is to swat him with the laugh-getting antics of a Syd Chaplin in such a rib-tickler as "Oh, What a Nurse," the Warner Brothers feature which breezed home a number one winner in the month's race.

Read This Report From Exhibitors Daily Review

(Issue of June 5th, 1926)

By this test "Oh, What a Nurse" proved to be the picture that made the biggest profits for exhibitors during the whole month. Book Syd Chaplin for your share of bigger profits.

ANOTHER BIG "CHAPLIN" CLEAN-UP!

"The Man On The Box"

WARNER BROS. PRODUCTIONS

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CANADIAN MOVING PICTURE DIGEST

Vol. 18, No. 8. TORONTO, CANADA June 26th, 1926

ELECTRIC LIGHT NAMES
M-G-M has THE big NAMES that THE public WANTS to see. M-G-M stars ALONE guarantee YOU many record WEEKS of profits. AND that's JUST part of
THE PARADE OF HITS from M-G-M
MARION DAVIES
LILLIAN GISH
JOHN GILBERT
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MAE MURRAY
RAMON NOVARRO
BUSTER KEATON
LON CHANEY

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CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO

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Pat O"Malley who plays a debonair opposite to Laura La Plante in Universal's "The Midnight Sun" Broadway run at Colony Theatre.

Joan Crawford, pretty Metro-Goldwyn-Mayer stock player, and her mother. Miss Crawford, a Wampas Baby Star for 1926, has been given the feminine lead opposite Charles Ray, in Edmund Goulding's production "Paris," which he is directing from his own story for M-G-M. Benjamin Glazer wrote the continuity for this film, and the cast is headed by Douglas Gilmore.

Eyes Right and Behold

Ben Lyon and May McAvoy in "The Savage." Released next month by First National.

"It's a Bear"

Paul Terry

Cartoonist of Pathe's Aesop Film Fables

Sugar coated lessons on how to bring up yourself in relationship to yourself and your fellow-man.

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CANADA'S MOTION PICTURE TRADE PAPER

The Canadian Moving Picture Digest

Managing Director and Editor-in-Chief
RAY LEWIS

SUBSCRIPTION
$5.00 Yearly

THE CANADIAN MOVING PICTURE DIGEST
INDEPENDENT * AND * PROGRESSIVE
CANADIAN PRODUCTS
TRADE WEEKLY MAGAZINE

ESTABLISHED 1915
FOR EXHIBITORS

Published by
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259 Spadina Ave., Toronto

Affiliated with Exhibitors' Review Publishing Corporation

Official Organ of the M.P.T.O. of Canada

TEL. TRINITY 1481

Vol. 18, No. 8. TORONTO, CANADA June 26th, 1926

Ray Presents

SELLING
ROAD SHOW PICTURES

THE PUBLIC know that if they are patient a Road Show picture will be exhibited in the picture theatres at usual prices eventually. The threat which accompanies the showing of a Road Show picture warning the public that this picture will not be shown for a year, may stampede a few more dollars into the box-office, but we know that this is simply a driving for business; and it cannot be worked successfully very often.

The public has a good memory: and the next time a company makes a similar announcement, it has not the desired effect, providing the first picture has been released before the announced time.

If the producer or distributor is really sincere in shelving Road-Show pictures for a year, then it is a sincerity which is going to cost him plenty of money; and the Industry, both money and prestige. Shelving pictures is a risky game. Ideas, tastes change, the public is fickle, today your star is the hero to whom they throw flowers, tomorrow they are hero-worshippers at another shrine.

THE EXHIBITORS' ANGLE presents itself. Does it appear fair to expect him to take business chances with your programme pictures, while the sure-fire hits, at least those which, through production values, have at least a sixty per cent winning chance, is it fair to turn these over to the legitimate theatre which would not consider running your regular programme? Is it good business to give your only legitimate competitor, the theatre of drama, the cream of your

(Continued on Page 4.)

Road Shows

THE TENDENCY to Road Show big pictures is, when analyzed down to a fine point, actuated by a fear that the producer or distributor of the big picture will not get the last nickle out of it, or a fear that someone, exhibitor or public is getting more than he has paid for.

We acknowledge that the cost of pictures has advanced, but so has the price of same to exhibitors, which has its compensation for the producer; while the compensation for the exhibitor presents itself in greater attendance and advance in price of admission.

Some argue that since Broadway, or Los Angeles, or a few other cities in the U. S. or elsewhere are willing to pay from $1.00 up to see a big picture that this $1.00 up standard has only to be systemized, or established to become part of motion pictures everywhere.

I believe that pictures going into legitimate houses start in handicapped. Should the picture arrive in the regular season, the expense attached to "putting it over" eats up a good bit of the profits, it has to compete with the regular shows which after all have educated the public for many a year in paying $1.00 up to see them.

It has to appeal to a public which is not a movie fan; in fact slightly disposed to discredit the appeal of motion pictures, it has to entice its movie fans away from the theatres which have become familiar to them.

Seeing the picture in a new setting in an environment strange to it, does not give the picture a fair start towards success, it is like a good race-horse which gets a poor start. Then there is the price to consider in relationship to your movie-fan. They pay twice, or three times as much as they have been accustomed to pay; and naturally expect three times as much value. Do they get it? Comparing the road-show picture with other big pictures which enjoy First Runs there is rarely a 300% additional value attached to the Road Show picture.

Ray Lewis

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Up and Down Main Street

Ray Presents

(Continued from Page 3.)

product and therefore the "cream" of picture revenue?

Aside from the fair angle, is it good business to isolate a few of your pictures, educating the public to believe that these are your only good ones, for the public must conclude if the others, which are being played at the regular picture theatres were really big, they would not be playing Motion Picture Theatres, but would be road-showed in the theatres of the drama.

It looks to me as if the Road Show idea makes First Run picture theatres, second run houses.

TAIL OF SEASON

Another angle to be considered in relationship with Road Shows is the fact that many pictures get into legitimate theatres for a run when these theatres have closed their season. Have producers ever considered why these theatres can give them a booking, and how unbusinesslike it is to present a picture in a theatre where the regular patronage is not sufficient to keep this theatre's regular attractions going? Too late in the season to get any money with real shows, no company, nor theatre manager cares to speculate with a show, where the public has its seasons for theatre-going and its seasons for summer homes, outdoor sports, motion picture theatres, yet our very wise showman takes this "out of season," or closed theatre and puts in a big picture expecting to do business. Who from?

Humans are creatures of habit, and we recapitulate to state that the movie-fan goes to the theatre to which she, or he has become attached, and if any producer believes that he can get this movie-fan; and the public which is not a regular patron of movies by presenting his picture at a legitimate theatre at the tail-end of the season, that producer needs some lessons in showmanship psychology. Motion pictures today are like a bottle of milk, there is a fair portion of cream on top, but in order to make the milk palatable, the cream and the other elements must be mixed. Take off the cream and you have pretty thin milk, and that is what this Road Show idea in connection with the Big Pictures is doing to the Industry. Taking off the cream and giving exhibitors and movie-fans the leavings.

(Continued on Page 15.)

LEATRICE JOY

Always a joy upon the screen.

Imperial Theatre, St. John All Dressed Up

The Imperial Theatre, St. John, put on a new dress recently when the entire interior decorations were changed. A notable feature of the decorations, which include very beautiful lamp shades and shades for all lights, is that all were made in St. John. The stage effect is that of an English flower garden and the shades follow out this effect with their pretty floral design. It is now possible to have the lights on all the time so that there is a great improvement in the seating arrangements for this popular theatre. New machines have been installed with very powerful lights which permit of this change.

Cranfield & Clarke, Inc. Absorb Vital

W. F. CLARKE, President of Cranfield and Clarke, Inc., will leave for England on Saturday, the 26th of June to hold a conference with the Managing Director of Cranfield and Clarke, Ltd., of London, Mr. R. T. Cranfield, with a view to opening up Paris and Berlin offices. W. F. Clarke reports that the London office has consumed a lot of business, having made numerous sales of American product in the United Kingdom. Vital Exchanges of Canada have discarded the Trade Mark 'Vital' and have become affiliated with Cranfield and Clarke, Inc. of London and New York.

W. F. Clarke, of Cranfield and Clarke, Inc., reports he has signed a contract with the Canadian government to handle for the world, the pictures produced by the Motion Picture Bureau of Ottawa. W. F. Clarke contemplates having a series of pictures made in conjunction with the Canadian government for the distribution throughout the United States. These pictures will be in the nature of dramatic story and the beautiful surroundings of Canada will be the background. A well known scenario writer is preparing the script for these single reel novelties.

This organization further announce that they have signed a contract with Julian Ollendorf of 1441 Broadway, to make a series of pictures of one reel novelties to be known as "*Sketchographs.*" Mr. Ollendorf made his last series for the Educational pictures and was a big success. The new series is to contain very novel ideas, and W. F. Clarke informs us that they are going to have pictures that will create quite a sensation.

I.O.D.E. Passes Resolution St. John Government Preference For British Films

THE question of British Films came up frequently for discussion at the National Meeting of the Imperial Order, Daughters of the Empire held recently at St. John, N. B. It was pointed out by Miss Charlotte Whitton, Assessor for Canada at the League of Nations Conference on Child Welfare, that encouragement of British Films by attending the theatres when such films are shown was the way to have more films of British manufacture; and this view was also stated at another public meeting by Mrs. Heber Vroom, Regent of the St. John Muncipal Chapter.

The final resolution which passed was that the Dominion Government should be asked to give a preference on British Films coming into Canada.

As one feature of the entertainment of the National Chapter delegates an invitation was issued to the delegates to attend the showing of the "Prince of Wales" Trip through Africa and the Argentine, which film was showing all week at the St. John Opera House. Friday evening was I. O. D. E. night and the members attended in a body.

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Harold Lloyd
in
"For Heaven's Sake"
Produced by
Harold Lloyd Corporation
Directed by Sam Taylor

An
Edward Sutherland
Production
"Behind The Front"
with
Wallace Beery
Raymond Hatton
Mary Brian

A
Victor Fleming
Production
"The Blind Goddess"
with
Jack Holt
Ernest Torrence
Esther Ralston
Louise Dresser

RICHARD
DIX
in
"Say It Again"
Directed by
Gregory La Cava

Paramount naturally outclasses the field in BIG Summer Pictures TODAY!

A
Clarence Badger
Production
"The Rainmaker"
with
Ernest Torrence
William Collier, Jr.
Georgia Hale

ZANE GREY'S
"Born To The West"
with
Jack Holt
Margaret Morris
Raymond Hatton
Directed by John Waters

Raymond Griffith
in
"Wet Paint"
with
Helene Costello
Bryant Washburn
Directed by Arthur Rosson

Bebe Daniels
in
"The Palm Beach Girl"
with
Lawrence Grey
Directed by Erle Kenton

Before Buying Pictures Read The Digest Advertising Pages.

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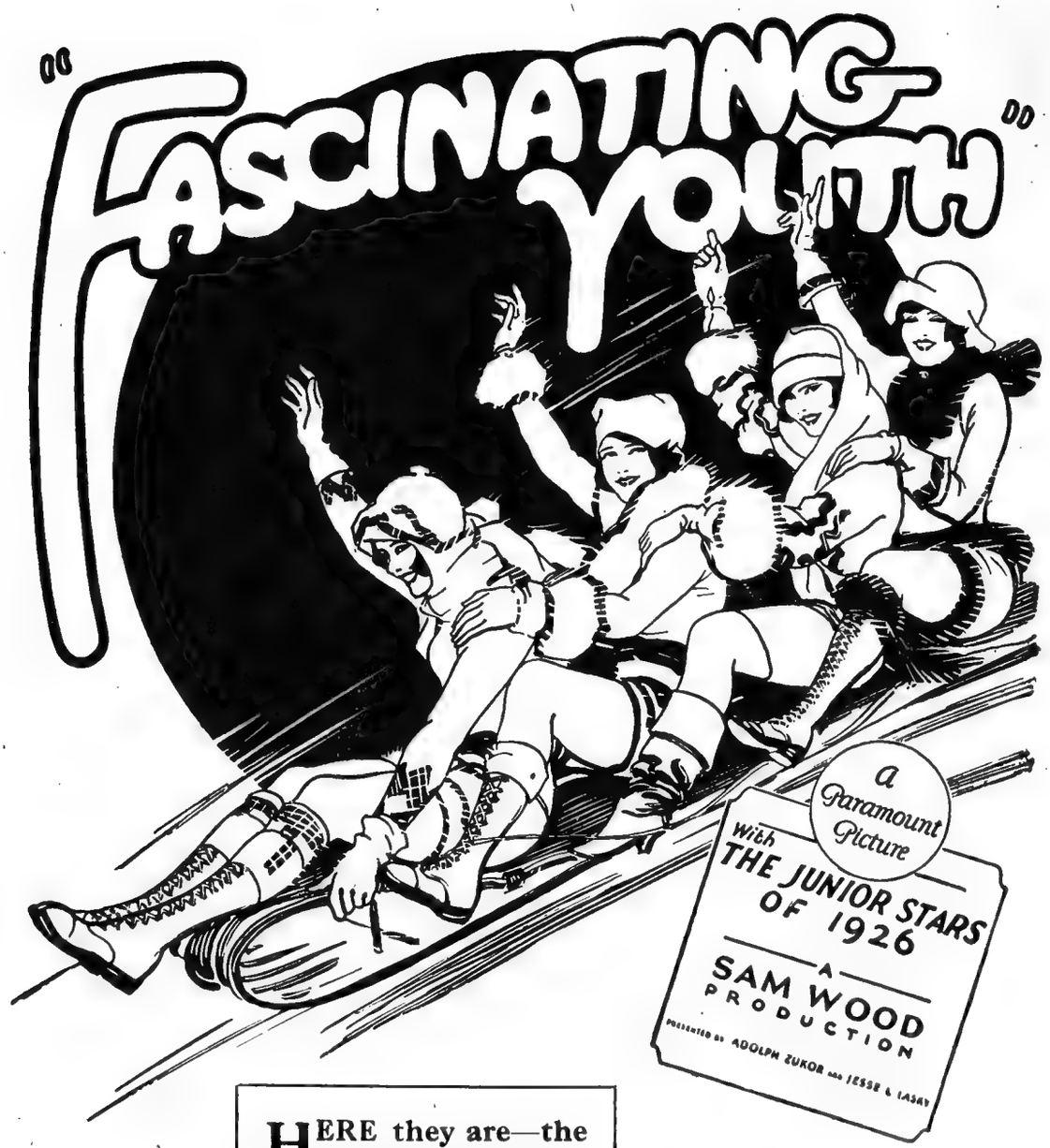
"FASCINATING YOUTH"
a Paramount Picture
With THE JUNIOR STARS OF 1926
A SAM WOOD PRODUCTION
Presented by ADOLPH ZUKOR and JESSE L. LASKY

HERE they are—the new faces the fans are keen to see. In a sizzling love-melodrama with sure audience appeal.

Paramount Pictures

Famous Lasky Film Service, Limited

St. John - Montreal - Toronto - Winnipeg - Calgary - Vancouver

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Warner's Secure Revolutionizing Invention

THE VICTOPHONE, which will be the invisible orchestra for the De Luxe presentation of "Don Juan," Warner's superb masterpiece with John Barrymore, is reported as having such possibilities that it will revolutionize the presentation of motion pictures.

Utilized in conjunction with prologues, it will present the voice in speech, in song, in conjunction with the prologue film presentation.

An arrangement under contract has been made with the Metropolitan, New York, whereby Warner Bros. secure the rights to engage the Metropolitan Opera Stars, including the orchestra, for the building up of these film prologue musicales, which will be utilized in conjunction with all of Warner's big picture presentations.

In a recent interview with Mr. Myers of the Canadian Warner office, he stated: "Can you imagine how we felt when we beheld the first motion picture? That is the sensation experienced in listening to the Victophone. Seven different demonstrations were given in New York; and each demonstration emphasized the miracle of this invention. Imagine listening to a symphony orchestra. There it is in this little machine called the Victophone, an orchestra without visible musicians, singers in voice, and all synchronized with the prologue presentation, or the picture, so that the eye and ear secure a complete, harmonious and inspiring entertainment.

PANTAGES, TORONTO
Schedule Week of July 3rd

The Pantages, Toronto, which presents pictures and vaudeville, will change its policy the week beginning July 3rd and will present a complete change of picture programme daily.

The Revival week advertises that it is presenting the Screen's Greatest Stars in the year's outstanding successes.

The programme for the week of July 3rd is as follows:

Saturday, July 3rd
CHARLES CHAPLIN in "The Gold Rush."

Monday, July 5th
LON CHANEY in "The Phantom of the Opera."

Tuesday, July 6th
DOUGLAS FAIRBANKS in "Don Q."

Wednesday, July 7th
JOHN GILBERT and MAE MURRAY in "The Merry Widow."

Thursday, July 8th
SYD CHAPLIN in "Charley's Aunt."

Friday, July 9th
MARY PICKFORD in "Little Annie Rooney."

Presented with the Regular Vaudeville Program.

* * *

FIRST RUNS, TORONTO
Week June 27th

HIPPODROME—Reginald Denny in "Rolling Home"; presentation "A Musical Trio."

PANTAGES — Raymond Griffith in "Wet Paint," Vaudeville.

LOEW'S—Charles Ray in "Paris," Vaudeville.

TIVOLI—Clara Bow in "The Plastic Age," Romanelli.

NEIGHBORHOOD THEATRES
Week June 27th

MADISON—Dolores Costello in "The Little Irish Girl."

PALACE—Betty Blythe in "She."

BEACH—"She."

CAPITOL—"She."

ST. CLAIR—Bebe Daniels in "The Volcano."

YORK—"The Bat" and "The Auction Block."

OAKWOOD—Corinne Griffith in "Mlle. Modiste."

COLLEGE — Marion Davies in "Beverley of Graustark."

CHRISTIE—Syd Chaplin in "Oh What a Nurse," and Mrs. Rudolph Valentino in "When Love Grows Cold."

DANFORTH—"H.R.H. Prince of Wales Tour," Mrs. Rudolph Valentino in "When Love Grows Cold."

* * *

LEONARD BISHOP ILL

On the very eve of his annual vacation, Leonard Bishop, manager of the Regent Theatre, Ottawa, Ontario, collapsed and was rushed to the Ottawa Civic Hospital where he has since been lying in a precarious condition. He is suffering with an enteric disorder, according to the physicians, who declare that he will be confined to bed for some weeks. Local friends are looking after his interest.

Following his sudden illness, Ray Tubman, manager of the Capitol Theatre, Hamilton, Ontario, and a former resident of Ottawa, took charge of the Ottawa Regent. Mr. Tubman left Ottawa six years ago to take charge of the Allen Theatre at Calgary, Alberta, and he has had theatres in Fort William and elsewhere. He entered the theatre business after lengthy service with the Canadian Army in France.

Mr. Bishop has relatives in Los Angeles, Calif., and his brother Harold is manager of the Empress Theatre, Edmonton, Alberta. He was born in London, Eng.

* * *

TRAMP, TRAMP, TRAMP! The Theatres Are Marching

FAMOUS-PLAYERS has gathered five more theatres into its fold. The Capitol, Palace, Windsor, Walkerville, and Empire at Windsor, and Walkerville, Ont.

The arrangement was made with Dr. J. O. Reaume of Windsor, president of the Border Theatres, whereby Famous secures a two-third control. The leases on properties expire Dec. 11th, 1927, but Famous has a renewal option good until 1932. The capital involved in the deal is reported at one million dollars.

The interest acquired by Famous was formerly held by Thomas Meretsky, the Ed Glassco Estate and Dr. Reaume. Mr. Huttlemyer of Niagara Falls has also, it is reported, arranged a deal for the transfer of his theatre to Famous, while the same Dame Rumour states that the Allen Theatre, Stratford, will also link up.

Tramp, tramp, tramp, the theatres are marching, marching into the Famous fold, and all the talk of being alone, the Independent theatre groan, gradually appears to grow more cold. Sing it to the tune of "Tramp, Tramp, Tramp, the boys are marching," or any tune you like.

The fact remains that our Independent theatre owners in Canada, and in the United States for that matter of fact, are gradually selling an interest, or all their interests out to some chain of theatres; and "chains" appear to be the order of the theatre day in order that theatres may get production protection.

The power to buy for one theatre and the power to buy for a dozen or more, needs no comment as to which of these powers is the most potent, which will receive producers' consideration, which can exist in this day of mergers.

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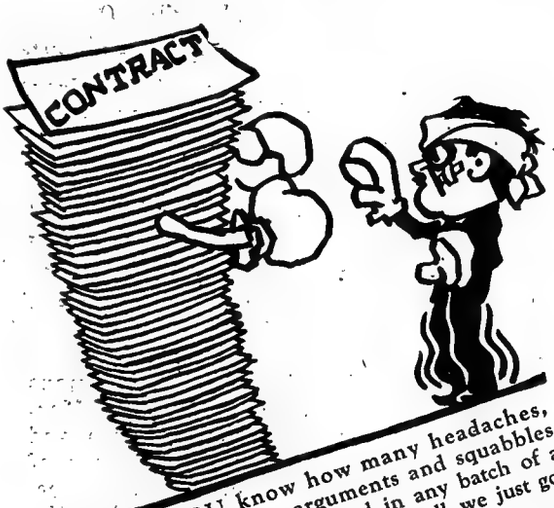

YOU know how many headaches, grouches, arguments and squabbles are usually found in any batch of a hundred contracts. Well, we just got a SHOCK!

We added up the number of Complete Service Contracts in force as the new season nears. Found there are exactly 5143. Then we started a search for the complaints, adjustments, arbitration, actions, etc.

AND FOUND NOT A SINGLE ONE!

Think of it! Five thousand, one hundred and forty three exhibitors getting fifty-four weeks of service under a single contract—gosh, how many reels of film that must mount up to—and not a single solitary slightest shadow of a complaint!

Not only that—but over a thousand unsolicited letters stating plainly that the Complete Service Contract has been a LIFE-SAVER.

Think of that—you boys who haven't grabbed a Complete Service Contract yet!

OF course there is no surprise in this news to the man who already has HIS Complete Service Contract.

He knows he got a GREAT BUY last year. He was grinning when he signed and right now he's laughing out loud.

But we're laughing with him!

Because—and we want to put this tribute to the fairmindedness of exhibitors on the record—

In every case where a Complete Service Contract is being renewed it is done at a SUBSTANTIAL INCREASE IN PRICE! And the theater owner is doing it cheerfully, with a grin—with a mile-wide grin.

That's the acid test. That shows what Complete Service meant to 5143 last year—and will mean to many thousands more this year.

Universal's
Complete Service Contract-

Before Buying Pictures Read The Digest Advertising Pages.

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Contracts *without a complaint!*

CARL LAEMMLE inaugurated the Complete Service Contract as a means of giving the small exhibitor definite, concrete HELP—at a time when he surely did need it. And out of all the contracts we probably undersold our pictures in exactly 5143 cases. Because Carl Laemmle's idea of SERVICE was kept uppermost. It was steadfastly limited to the smallest men—towns of three thousand population and less.

But now the BIG FELLOWS are after us! They want Complete Service Contracts. They are willing to PAY the price.

So we've thrown the doors open. YOU, too, can have your chance.

Get together with your Universal exchange manager today. No matter where your theater or what the size of your city. Go over the situation with him—and if you meet on a fifty-fifty basis the chances are even we will okay the Complete Service Contract when it comes to New York.

BUT HERE IS EVEN BIGGER NEWS: The door has been opened on product too! You can now proposition us on all of Universal's mighty array—the first-run record smashing hits, the brilliant Greater Movie List, the CLASS short subjects.

With just a few exceptions! The Reginald Denny features, the Richard Talmadge Productions, and International Newsreel.

Of course, you'll have to pay REAL MONEY—the legitimate price for the pictures you want. But there it is—the doors are open—you now have YOUR chance to—

Get in out of the rain with a Universal Complete Service Contract and join in the cheering!

Straight Road to Sure Profits!

Before Buying Pictures Read The Digest Advertising Pages

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Keep this under your lid!

First National fostered and operates under a unit system of production. By unit production we mean a system that allows the producer, star and director to choose their own screen material—a system that encourages individual expression of star, author and directorial talent—the only system that successfully combats the factory-made appearance of motion pictures.

It is acknowledged that under this system a producer, star or director tries to make each succeeding picture greater than the preceding one and the industry agrees that this method has elevated the standard of production and creditably reflected itself in the box-office.

It is the one important reason, aside from star-value, that makes

FIRST NATIONAL PICTURES

FIRST NATIONAL

The Best Group-Buy On The Market

Before Buying Pictures Read The Digest Advertising Pages.

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From Halifax to Victoria the showmen know their celluloid - - -

Here's what the Big Boys opened with on JUNE 21st

HALIFAX	CASINO MAJESTIC	THE FAR CRY MLLE. MODISTE
SAINT JOHN	IMPERIAL PALACE	THE SPLENDID ROAD CHICKIE
QUEBEC	EMPIRE	OLD LOVES AND NEW
MONTREAL	PALACE	THE GREATER GLORY
OTTAWA	CENTRE	THE SPORTING LOVER
HAMILTON	PANTAGES	SWEET DADDIES
WINNIPEG	METROPOLITAN	MISS NOBODY
CALGARY	CAPITOL	THE SPORTING LOVER
VANCOUVER	STRAND DOMINION	OLD LOVES AND NEW THE GREATER GLORY
VICTORIA	CAPITOL	ELLA CINDERS

Only big pictures can get the big money in the big houses and no further proof is needed to know who is delivering the big ones.

FIRST NATIONAL PICTURES

Before Buying Pictures Read The Digest Advertising Pages.

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Metro-Goldwyn Pictures a Hit With Exhibitors of the Canadian West

IN an interview which I had with a representative of a distributing unit in Canada who had recently covered Western Canada, this gentleman stated that "The West" certainly belonged to the Metro programme this year. It might be interesting to state that this gentleman was not a Metro official, or salesman, or in any way connected with the Metro-Goldwyn-Mayer organization; in fact, he was busily engaged selling his own company's product; and found it no easy task in "The West," which appeared to be carried away on the Metro-Goldwyn-Mayer Production Wave. "Wherever you go, providing you go to theatres," states this gentleman, "you run into a Metro-Goldwyn-Mayer contract; and with exhibitors Metro's salesmen."

The slogan "More stars than there are in heaven," brought down to earth might be interpreted or translated into a language which reads "More contracts."

We are familiar with the song "Give Me the Moonlight, Give Me the Girl, and Leave the Rest to Me." It looks as if Louis Mayer, heading the production department, has evidently remarked to Marcus Loew, Nicholas Schenck and Company, "Give Me the Stars, Give Me Producing Facilities, and leave the rest to me." Results speak for themselves.

"A PIG IN A POKE"

Educational are delivering some good points in connection with the sale of Short Subjects to the programme. They say:

"Ordinarily when purchasers are buying goods, they are able to see what they are getting for their money. Other times they need substantial assurance of the quality of the material or product they are buying. The public will not buy "a pig in a poke."

Selling entertainment to the public is like selling canned fruit or vegetables in that respect. The buyers of canned fruit seemingly 'take a chance' on the quality of the merchandise they are getting—but they know from past experience that they are getting good produce,—and they know what the cans will contain.

Selling entertainment without telling your prospective purchasers what that entertainment will consist of is like asking them to buy canned goods—while in ignorance of the contents of the can, or the quality of it!

You are telling your possible patrons only half of the facts if you are trying to sell them your entire bill of entertainment, and withholding from them information on a big percentage of it.

If you are advertising only one item on your program you are asking the public to spend its money at your box office for a program consisting of one known item—and other items of which they are in ignorance.

Advertise your entire program — your Short Features. You are then showing your possible patrons just what you are offering them for their money.

And your Short Features have a box-office value, too. There is a ready-made patronage waiting for them—and this patronage can be yours by including mention of these Short Features in your newspaper "Ads."

New York Runs on Pictures

RIVOLI—"Good and Naughty," with Pola Negri, Tom Moore and Ford Sterling; directed by Malcolm St. Clair.

MARK STRAND—"The Brown Derby," with Johnny Hines; directed by Charles Hines.

WARNERS'—"The Social Highwayman," with John Patrick, Dorothy Devore and Montague Love; directed by William Beaudine.

BROADWAY — "Ranson's Folly," with Richard Barthelmess.

ASTOR—"The Big Parade," with John Gilbert and Renee Adoree; adapted from a story by Laurence Stallings; directed by King Vidor.

CAPITOL — "The Volga Boatman," with William Boyd and Julia Faye; adapted from a story by Konrad Bercovici; directed by Cecil B. De Mille.

COLONY—"Rolling Home," with Reginald Denny and Marion Nixon.

CRITERION — "Mare Nostrum," with Alice Terry and Antonio Moreno; adapted from Blasco Ibanez's novel; directed by Rex Ingram.

EMBASSY—"Ben-Hur," with Ramon Novarro and May McAvoy; adapted from General Lew Wallace's drama; directed by Fred Niblo.

RIALTO—"Aloma of the South Seas," with Gilda Gray, Percy Marmont and William Powell; adapted from the play of the same name; directed by Maurice Tourneur.

MOTIOGRAPH DE LUXE IS

OUTSTANDING—

Because this magnificent Projector stands out as the only Projector with advanced engineering features such as Reflecting Arc Lamp, Direct Motor Drive, Title Brake and Double Bearing Movement with Ball Bearing End Thrust.

OUTPERFORMING—

Because the De Luxe Reflecting Arc and Mazda Equipments attain the maximum of light with sharpness of definition and evenness of field, ease and simplicity of operation at surprisingly low upkeep cost.

OUTSELLING—

The Motiograph De Luxe is outselling the country over, winning and holding the good will of all who buy it.

There is a Reason! Should you not Investigate?

The Coleman Electric Company

258 VICTORIA STREET - - TORONTO 2, CANADA

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First National Open Imposing $2,000,000 Studio Burbank, Calif.

June Mathis Inaugurates Production Activities First Production "The Masked Woman"

JUNE MATHIS will have the honor of inaugurating production activities at the huge new $2,000,000 First National studio in Burbank.

Definite announcement to this effect is forthcoming from the offices of John McCormick, general production manager of that organization on the West Coast.

The first production, it is now established, will be "The Masked Woman," not "Sinners in Paradise," as previously announced.

The new Mathis offering will begin on June 21st, with Palboni behind the megaphone. First scenes will be enacted on Stage One, first of four huge edifices of that type to be completed, each one of which has a floor space of approximately 35,000 square feet.

Work on the settings began at the new mills and shops of First National on June 10th. Installation of three huge generators in the recently completed steel and concrete power house at the new site is now in progress. Underground conduits to carry the current to the various machine centers already have been laid.

Miss Mathis is under contract to produce four pictures the ensuing year for First National. All of these will be directed by Balboni.

Aileen Pringle delivers one to Robert Cain's jaw in a scene from "The Wilderness Woman," a First National release.

F.B.O. Puts Over Two Important Deals Involving British Colonies

FILM BOOKING OFFICES' product will be distributed in some far parts of the world through two highly important deals just completed.

First National Pictures, Inc., has signed to distribute virtually all the F. B. O. films throughout Australia, New Zealand and the Fiji Islands. The contract is for one year and is on a percentage basis. The pictures to be handled include the Gold Bonds. Fred Thomson's, Alberta Vaughn's, Evelyn Brent's, George O'Hara's, Tom Tyler's, Bob Custer's—all features—and the two-reel comedy subjects "The Fighting Hearts," "Whirlwind" and "Mazies."

For South American distributors, Juan Kunzler, acting for the New York Exchange, bought outright the entire F. B. O. product for the 1926-27 season. These pictures will be shown in Argentina, Paraguay, Uraguay, Chile, Peru, Bolivia and Ecuador. A high price was paid by the purchasers, who feel that they will make big money with the F.B.O.'s in South America.

Both these deals were brought about by Joseph I. Schnitzer, senior vice-president of Film Booking Offices. They followed closely upon two big contracts in the home field— one by which Ed Fay booked virtually 100% F. B. O. for his houses in West Philadelphia, Providence and Rochester, and the other whereby the Stanley Company of America bought all 12 Whirlwind Comedies for a dozen of their best houses, including those in Philadelphia, Atlantic City and Camden.

Ray Presents

(Continued from Page 4.)

I SAW a playlet at the Hippodrome Theatre, Toronto, played very well indeed; and of an interesting nature, but it was entirely out of the picture, it just did not belong.

Several neighborhood houses have been introducing stock companies who produce playlets. The public which patronizes neighborhood houses is more kindly disposed towards this sort of entertainment, but the downtown theatre movie-fan has been educated to its news reel, comedy, prologue and feature. This kind of a programme presents the entertainment of Motion Pictures at its best, a balanced bill with plenty of variety. The playlet strikes a false note, even though by itself it might be excellent.

Motion picture theatres are the houses of the silent drama, yet music, song, the dance, have combined their rhythm into a harmonious whole. The drama appears to break into the silence of the theatre, it just doesn't belong.

* * *

I HAVE always contended that Motion Pictures might use some of the money they expend on national advertising to better advantage on their own Trade papers. "Variety" brought to my memory statements which I years ago made in connection with a "subsidized press," not used in the sense of reproach with which that paper uses it, but used in its full import. This Industry should subsidize, patronize, use either word as long as it expresses the idea, its press. Financially build up a press Industry which is sympathetic to the Industry as well as understanding of its needs, its short-comings, its growth. Build up a press to build up the Industry with inspiration, to fight its battles within the Industry and help solve and eradicate the problems which arise in relationship to its place in the world.

The Trade press is willing to give value for what it receives. Let the Industry give to its press munificently, graciously, let it treat its press as its best friend, not a beggar at the door of the Industry, but a partner of its prosperity.

* * *

Stanley Hollebone Joins Government Studio Ottawa

Stanley Hollebone, formerly European cameraman for Kinograms, has joined the camera staff of the Canadian Government Motion Picture Studio, Ottawa, Canada.

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Universal's President Carl Laemmle Goes Abroad for Original Material

Warns Industry that Pictures Must be Internationalized--Cites Universal's Efforts Towards That End--Open Door Policy to Secure Artists and Material

CARL LAEMMLE, president of the Universal Pictures Corporation, sailed for Europe early last Wednesday morning aboard the S. S. Berengaria, for a three month's stay abroad. His first mission will be in Paris where he will make the final decision as to whether "The Man Who Laughs" the big Universal special to be made from Victor Hugo's famous novel, is to be made in France or in Universal City.

During the trip over on the Berengaria, the first motion pictures to be regularly shown aboard that vessel will be presented for the entertainment of the passengers. By special arrangement with Mr. Laemmle, "The Cohens and Kellys," "The Marriage Clause," and other Universal pictures will be projected on the successive nights of the voyage.

In an interview given on the eve of his departure, Laemmle told many interesting facts concerning the motion picture industry, pointing out that the next great problem facing it is the internationalizing of picture product. "The time has come to make pictures that will be classed, not as "American Pictures," "British Pictures" or 'Any other country pictures,' but as Universal pictures, with definite appeal for all races and creeds," states Mr. Laemme.

Concerning the production locale of "The Man Who Laughs" it will be remembered that when Laemmle made his arrangement with the Societe Generale des Films de France for the production of the Hugo classic, of which the French company held the film rights, it was planned to make the picture in France. Later it was decided to do it at Universal City, where such typically continental pictures as "The Hunchback of Notre Dame" and "The Phantom of the Opera" have been successfully filmed. This decision, however, brought hundreds of letters to the Universal chief from Victor Hugo enthusiasts, who pleaded that the picture be made in France so that the pictorial beauty of Europe might be retained as a setting for the story. Laemmle will make a further investigation of production conditions in France before giving the "go ahead" command to his production chiefs.

CLAIR HAGUE
Universal's Canadian Manager.
"Little, but oh my!"

Although the production locale of the picture is in doubt, it is definite that it will be made by A. E. Dupont, now making a big Universal special entitled, "Love Me and the World Is Mine." This announcement sets at rest the rumor that Universal has been dickering for a big director from another country for "The Man Who Laughs." Dupont's fame as the director of "Variety" which is praised by both European and American critics, and his work so far with "Love Me and the World Is Mine," have assured to him the highest confidence of Laemmle and his associates.

Mary Philbin, the delightful star of many Universal specials, and who has the featured role in the current Dupont picture, has been selected to play the role of Dea, the blind heroine in "The Man Who Laughs." There is considerable speculation as to the selection of the actor for the title role —the strange mutilated man with the perpetual grin. Ivan Mosjoukine, the Russian star now being brought to America for Universal, is considered a strong possibility for the part.

What Do You Think About Happy Endings?

LAST WEEK we published a statement by Milton Sills, First National star, in connection with "happy endings." We invite your opinion, exhibitors, upon the subject. Why not ask your patrons what they think about it?

There is a great deal to what Milton Sills states. It makes you unhappy to witness unhappiness and since we attend theatres to be entertained, the question involves what constitutes entertainment? Most pictures reveal that the course of true love, according to tradition, does not run smoothly. Most pictures have a bit of romance around which the other interests revolve, or the love-interest is tacked on to make the other interests the more interesting. In stories where the love, or romance element predominates, where hero and heroine have heroically struggled to become, "two souls with but a single thought, two hearts that beat as one," in such stories it apears unnecessary to defeat the pursuit of happiness by killing off either hero or heroine, by separating them.

We agree with Milton Sills, if they must die, let them die of love and not be killed off by Love. Let the audience depart with the knowledge that their hero and heroine are to be united and happy at last. But this can be brought about without the stereotyped falling into each other's arms at the finish, where the director conveniently sends the heroine out in the moonlight, against a weeping willow tree to make a pretty picture; and there the hero finds her and her lips. "A happy ending" can be suggested without being demonstrated, or illustrated. Give your audience credit for some imagination, but in arranging "happy endings," don't select plays, or stories for adaptation which end tragically; and through their heartache have built up their audiences, or their sales. To change such an ending into a happy one is to bring the criticism of the world upon one, to identify oneself with the sloppy sentimentalists, to bring about a crusade for a society of the prevention of cruelty to literature. Select happy stories if you believe in the happy finale. A few tears are as valuable as a few smiles, for tears and laughter are twin emotions—But if you wish to capitalize on your tear-value, let them cry after you have made them laugh, let them laugh after you have made them cry. The treasure of heart-aches is most unpopular and as an outdoor or indoor sport, it is not what the doctor ordered. —Ed.

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SHOWMANSHIP

"Remove the Fly in the Ointment," says Harry Rubin, Supervisor of Projection, New York's Greatest Theatres, Rivoli—Rialto

RID yourself of the "fly in the ointment," Mr. Manager, and you'll give your patrons better pictures —better from a projection point of view.

There is nothing more important to the success of a motion picture theatre than the proper projection of films. And years of experience have taught me, it is the duty of the manager to see to it that, once the presentation of a series of films is begun, there be no break in the showing until the performance is at an end.

It must be understood that the average playgoer is imbued with the illusion, while witnessing a screening, that he is watching an actual occurrence—that it isn't a movie he is seeing, but something real, with live characters participating in the action of the piece. Therefore, to keep that illusion alive for the benefit of the box-office, all precautions possible should be taken to foster it.

Many different causes may enter into the destruction of that illusion, even the very smallest defect in projection. For instance, a little dust or oil on the objective lens, warped film, the vibration of the projector, imperfect perforation, an unsteady arc, dirty condensers, insufficient current, punch-marked film and other such defects are contributing factors to the blasted illusion of the patron.

The wide-awake manager, therefore, should be concerned not only with the many details of the house proper, but also with the management of the projection room. To him, it shouldn't be just a "cubbyhole" in the uppermost part of the theatre, but that "big" part of the playhouse which actually keeps the place open for business; for, he must consider, with the projectors out of commission, the box-office must be closed until repairs are made.

BY extending his earnest co-operation to the projectionists, the manager can reduce to a minimum many of the screening faults that are his theatre's lot. He must feel that his patrons will not stand for a poorly focused or unsteady picture, a flickering image on the screen, poor illumination, travel ghost, film breakage or improper projection speed, for they all serve to detract from their interest in and enjoyment of the photoplay.

Misframed pictures, however, are the bane of most theatres. It seems that this particular defect is most extensive in the smaller playhouses. But the misframe, as well as all other projectino faults, can be eliminated if the manager insists upon each reel of film being examined thoroughly before every showing. Thus, in the event anything may have happened to the film, the defects may be remedied before the presentation is begun.

Primarily, the manager should see to it that the screen is never left blank, a condition that inevitably spoils the illusion of those seated in the house. With perfect equipment, at all times in good repair, effective change-overs can be accomplished, while, with thorough examinations, as hereinbefore noted, the blank screen can be eradicated in its entirety. You can doubtless recall in the days gone by that the blending of one reel into the next was obviously broken or ragged. These days, as far as the spectator is concerned, the celluloid might be in one long continuous piece—at least that is the impression that they get.

Showmanship has many angles, of which good projection stand pre-eminently important. One might as well save themselves the expense of securing good pictures if the projection of the picture does not present it to its best advantage. In real theatres the unpardonable crime is "poor projection;" and the man at the machine who allows his picture to break, flicker or perform the rest of the ills to which projection may be heir, is given a very short leave of notice. Exhibitors running their own projection without perfected knowledge are losing money for themselves instead of saving what they believe is a technician's salary. —Ed.

Often, a manager will ask, how many projectors should be installed in the projector room to insure against faulty showing. My answer is three. With two, there is no telling what difficulties may arise, but, with three, the additional one is always ready in the event of an emergency caused by defects. The importance of the third projector is in case one of the parts of the regular projector breaks. It means at least a half minute intermission between each reel while the audience sits watching a blank screen until the projectionist can change reels. The repair might require hours and even a day or more if entirely new parts are necessary. Therefore a third projector is a saving in the long run.

And, concerning the speed with which the projector should be operated, I advocate a rate of about 85 to 90 feet of film per minute, the speed to be in accord throughout the performance. It can be readily realized that a projectionist through unnecessarily speeding his film, will probably spoil the dramatic properties of a pathetic or serious scene. The talented actress' efforts are wasted, because the projectionist speeds up her tears.

ASIDE from these details, as much concern should be given the ventilation and cooling of the projector room. A projectionist, however expert, cannot give his best to the job unless he works under favorable conditions. The heat in the room is so great that, unless the theatre's cooling system is extended to the projector room, the accompanying perspiration detracts him from his duties.

One can imagine how unbearably hot and uncomfortable the projector room would be on a warm day if there were not some artificial means of cooling it.

Incidentally, it isn't necessary to re-equip the projector room every two or three years if the apparatus is given every care. A good example in careful operation of projectors is seen in the projectors at the Rialto and Rivoli Theatres. Those in the former playhouse have been in operation nearly twelve years, while the three projectors in the Rivoli are now entering their ninth year.

The projectors should be given a thorough examination every so often in order to determine if any of the parts are wearing and if repairs must be made. This constant care and also seeing that they are at all times thoroughly lubricated and are running smoothly will lengthen their service.

The screen also is allied with the projector room. It likewise must be kept in perfect condition, with black masks on either side of it. The masks, it must be known, serve to heighten the illusion of the audience.

Mr. Manager, if you adhere to all these simple rules on projection, you never need worry about the room that throws on your entertainment. You will then be given lots of time to find out if your roof leaks.

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Famous English Author H. G. Wells' Story "The War of the Worlds" To Be Produced By Paramount

H. G. WELLS' imaginative and daring story, "The War of the Worlds," is to be produced soon on an elaborate scale by Paramount, according to an announcement by Jesse L. Lasky upon his arrival at the West Coast studio, Hollywood.

Arzen de Cserepy, who has devoted two years to devising and perfecting special instruments with which to overcome technical difficulties in producing the story, is now in America to direct the picture.

Mr. de Cserepy is of Hungarian birth, but his production activities have been centered in Berlin, where he has been producing in association with UFA. He has made such pictures as "Frederick the Great," considered by critics abroad as the best historical film ever made, "Nirwana" and "Merveilleus Skulls."

"Never have I been more enthusiastic over a proposed picture than I am over 'The War of the Worlds,'" said Mr. Lasky. "The very nature of the story demands that it be produced on a spectacular scale, and Paramount is pledged now to go the limit.

"The technical devices perfected by Arzen de Cserepy, who will direct the picture, are marvelous pieces of mechanism and assure the public of a picture the like of which has never before been projected on the screen.

"H. G. Wells' 'The War of the Worlds' is a brilliant work as all know who have read it. It is an imaginative story, daring in its conception. In it this famous author brings to Earth the terrible and fantastic dwellers of Mars, and the conflict that ensues makes one of the most gripping stories in the history of literature.

"Arzen de Cserepy is a successful motion picture producer of long experience. A trained mechanical engineer, he brought to pictures in 1911 an inventive mind which has lent novelty and spectacle to his pictures. His experiments with camera and other production devices have been productive of many valuable improvements."

Commenting upon his association with Paramount, Mr. de Cserepy said:

"For the last few years I have followed with great interest the activities of Famous Players-Lasky Corporation. Considering this great organization as the leader in the motion picture industry, I decided that only such an organization could be induced to undertake the realization of such a great task as the transformation of the brilliant work of Wells' into a motion picture.

"Some years ago I became obsessed by the idea of making 'The War of the Worlds.' I began to study Wells' work, chapter by chapter, and tried to improve the ordinary cameras and other instruments for the purpose of overcoming the difficulties in expressing the images and fantasy generated in the wonderful brain of this great writer. When I was convinced that I had realized my projects I acquired the world motion picture rights to the novel.

"The task of production was too difficult for an individual to attempt so I sought out Famous Players and I am happy to say that the results of our negotiations have been satisfactory."

* * *

Old-Timers Fiddling

A combination old-timers fiddling and step-dancing contest was staged by Manager J. H. Bruck at the Grand Theatre, Pembroke, Ontario, June 24, the event proving to be one of the best theatrical attractions of the year. Long before the performance opened the theatre was packed and hundreds were turned away. Six teams were entered in the competition, each team consisting of a fiddler and a step-dancer. Four minutes was allowed each dancer, after which his fiddling partner was required to play a short solo.

* * *

DEATH CALLS DONALD J. DOYLE

The death has occurred of Donald J. Doyle of Ottawa, a member of the Goedetic Survey of Canada, a former newspaperman, cartoonist and author of moving picture scenarios. During residence in New York City and later on his return to native city, Ottawa, he was keenly interested in moving picture technical effects and he was generally credited with the "fade-out" method of closing a scene. He was born in Ottawa in 1878. For 20 years he had been identified with the International Boundary Commission.

THOMAS MEIGHAN
Paramount Star.

Ladner Copyright Bill Not This Session

The present session of the Canadian Parliament which has been under way at Ottawa, Ontario, since last January is fast drawing to its prorogation and intimation has been given by Prime Minister W. L. M. King that the amendments to the Canadian Copyright Act, introduced early in the session by L. J. Ladner, member for Vancouver, cannot now be discussed because of the shortness of time. This means that the copyright legislation which would provide the collecting of a royalty on all copyrighted music played in the theatres of Canada will not be considered for another year—if at all. A similar bill introduced by E. R. E. Chevrier of Ottawa one year ago also met the same fate. It was shelved in the closing stages of the session and then forgotten.

Exhibitor organizations throughout Canada have fought this legislation from all sides and numerous arguments were placed before the Government and the opposition members. Those who opposed the measure included the Motion Picture Distributors and Exhibitors of Canada, which is affiliated with the Motion Picture Producers and Distributors Association of New York; the Canadian Division of the M. P. T. O.; the Canadian Musical Protective Association, of which various exhibitors, orchestra and band representatives were members, and the Retail Merchants Association of Canada, which has a new branch for exhibitors.

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PATHE
Season 1926-27

Never Before Has There Been Offered

PATHE
Season 1926-27

Such a Line up of Two-Reel Comedies, Serials, News Weeklies, Reviews, Cartoons, Sport Reels and Novelties

Hal Roach Comedies

ALL STAR SERIES

An innovation so daring as to take the breath away. Feature stars of wide reputation and definite box office value. Already signed are Theda Bara, Lionel Barrymore, Mildred Harris, Eileen Percy, Stuart Holmes, Virginia Pearson, Gertrude Astor, Claude Gillingwater, Anders Randolph, Geo. Seigman, Walter Long and Mildred June, with others being closed.

OUR GANG SERIES

Ten thousand exhibitors are playing them—a record for short subjects.

CHARLIE CHASE SERIES

For the past year Chase comedies have averaged better than any two-reelers made.

GLEN TRYON SERIES

Tryon is coming to the front by leaps and bounds.

Canadian Edition

PATHE NEWS

You read it in the newspapers; you **see** it in the Pathe News. For fifteen years the best known and best liked of all motion pictures. Just ask your patrons. Issued weekly.

Harry Langdon Comedies

We will release a series of Harry Langdon comedies in two and three reels that will be the year's top-notchers. Harry Langdon has taken a definite place in the front ranks of the world's greatest comedians. Watch for these.

Pathe Serials

You read the story in the big magazines. You see it dramatized in Pathe Serials. Each in ten episodes.

"CASEY OF THE COAST GUARD"—With Ellene Ray and Walter Miller.

"The BAR-C MYSTERY" —With George O'Hara and Helen Ferguson.

"SNOWED-IN"—With Ellene Ray and Walter Miller.

"THE HOUSE WITHOUT A KEY"—Ran as a serial in the Saturday Evening Post. Cast to be announced later.

A GOOD SERIAL IS A BUSINESS GETTER

WE HAVE THE BEST

TOPICS OF THE DAY

Wit and wisdom from the press of the world. Used in the finest theatres. Weekly.

AESOP'S FILM FABLES

They have millions of friends. Grown-ups love them. The kids are wild over them. Weekly.

SPORTLIGHTS

By Grantland Rice, the most celebrated authority on sports.

Mack Sennett Comedies

BEN TURPIN SERIES

Back to the screen after an absence due to illness. The youngsters will hail these new Turpins with howls of joy.

MACK SENNETT SERIES

Billy Bevan, Madeline Hurlock, Natalie Kingston, Andy Clyde and Marvin Lobach. Five sure tricks in any hand.

"THE SMITHS" SERIES

Two-reel comedies with Raymond McKee, Ruth Hiatt, Mary Ann Jackson, the juvenile jester and "Cap" the dog comedian. An every-day family in funny happenings.

ALICE DAY SERIES

Today's edition of that old sweetheart of yours, a pint size peach in popular divertisement.

You have but to advertise "A Mack Sennett Comedy," and your patrons will Know you are showing a comedy that is better than the average. Mack Sennett has justly earned the title of "King of Short Comedy Producers."

PATHE REVIEW

Bar none, the finest screen magazine ever produced. Always something new and something different. Part of it in Pathecolor. To give diversity and entertaining information you must show the Pathe Review.

Your every need in Short Subjects can be efficiently filled with the unrivalled Pathe lines.

REGAL FILMS LIMITED
Canadian Distributors

Advertising accessories furnished as good as that supplied with high class features.

REGAL FILMS LIMITED
Canadian Distributors

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On the Way! WARNER BROS. stampede of big money Summer hits!

They're on the way—box office bound! Big-money Warner Bros. hits for Summer business.

$

Fast-moving, breezy entertainment to make the Summer a season of profits!

$

Note the titles—they're box office! Study the stars—they're box office, too!

$

All from Warner Bros., the home of hits. Lot's more coming!

You're playing the best when you play Warner Bros.!

Book now—cash in now!

$

Big money Hits!

Warner Bros. Productions

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JL 1226X

CANADIAN MOVING PICTURE DIGEST

Vol. 18, No. 9. TORONTO, CANADA July 3rd, 1926

THESE BIG STARS ALONE GUARANTEE YOU MANY RECORD WEEKS

MARION DAVIES
The Red Mill
Polly Preferred
Mary of Vassar

LILLIAN GISH
La Boheme
etc.

NORMA SHEARER
The Waning Sex
Free Souls
Upstage
Polly of the Circus

JOHN GILBERT
Twelve Miles Out
La Boheme
etc.

MAE MURRAY
Altars of Desire
Show Business
And two others
Titles Later

RAMON NOVARRO
Romance
And One More
Title Later

BUSTER KEATON
Battling Butler

LON CHANEY
in 3 Greater
Chaney Hits
Titles Later

AND THAT'S JUST PART OF THE PARADE OF HITS FOR 1926-27 FROM METRO-GOLDWYN-MAYER

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO

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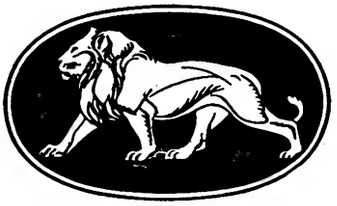
AN ANNOUNCEMENT OF IMPORTANCE!



REX INGRAM

has just completed his gigantic production, months in the making

The MAGICIAN

for

METRO-GOLDWYN

IN THE PARADE OF HITS FOR '26-'27

REX INGRAM'S *production*
MARĒ NOSTRUM
NOW IN ITS
6th
MONTH AT $2
CRITERION,
N. Y.

ADVANCE reports on "The Magician"
INDICATE that
REX INGRAM has produced
A history-making entertainment
OF the size of his
FAMOUS hits "The Four Horsemen,"
"SCARAMOUCHE," "Marē Nostrum."
"THE MAGICIAN" is by Somerset Maugham
WITH Alice Terry, Paul Wegener.
ONE of the great attractions
IN the Parade of Hits.

THE TOP OF THE INDUSTRY

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SUMMER TIME

Is Comedy Time

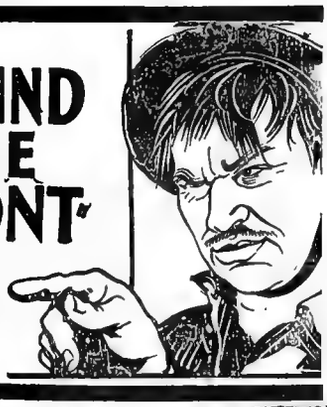
HAROLD LLOYD in "FOR HEAVEN'S SAKE!"

RICHARD DIX in "Say it Again"

ADOLPHE MENJOU in "A SOCIAL CELEBRITY"

"BEHIND THE FRONT"

WITH WALLACE BEERY RAYMOND HATTON MARY BRIAN



DOUGLAS MacLEAN "That's My Baby"

RAYMOND GRIFFITH in "Wet Paint"

W.C. FIELDS "It's the Old Army Game"

BEBE DANIELS "The Palm Beach Girl"

Paramount Pictures

Famous Lasky Film Service, Limited

St John - Montreal - Toronto - Winnipeg - Calgary - Vancouver

Before Buying Pictures Read The Digest Advertising Pages.

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Paramount

was the FIRST to ADVERTISE your shows NATIONALLY to millions of people and the ONLY company to do it consistently over a period of 10 years.

PARAMOUNT is the ONLY company that guarantees you PERFECT PRINTS and PERFECT SERVICE in the delivery of film.

PARAMOUNT ALONE gives you bunkless, 100% serviceable PRESS SHEETS always far ahead of release dates.

PARAMOUNT'S NEW SHOWMAN'S MANUAL BULLETINS (free to exhibitors) is the most unique and most practical exploitation service ever offered.

PARAMOUNT now adds to the finest line of exhibitor advertising aids in this business a new style of poster containing blank spaces so you can advertise your whole show.

PARAMOUNT SERVICE, LIKE
***Paramount Pictures*, OUTCLASSES THE FIELD**

Famous-Lasky Film Service Limited

St. John - Montreal - Toronto - Winnipeg - Calgary - Vancouver

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On the Bill Boards of New York

COLLEEN MOORE
in
ELLA CINDERS
A delightful comedy now making box office music

JACK MULHALL - JOBYNA RALSTON
in
SWEET DADDIES
And Sweet Papa—what a rapid action comedy it is!

CONWAY TEARLE - BARBARA BEDFORD
in
THE SPORTING LOVER
A drama of the English race track

ANNA Q. NILSSON
in
MISS NOBODY
Another summer comedy dish with a box office wallop

JOHNNY HINES
in
THE BROWN DERBY
The fastest moving comedy on the screen

Here's some summer salads for your box office that will satisfy the appetite of your cash drawer --- ready to serve by

FIRST NATIONAL

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The King of Outdoor Drama--

KEN MAYNARD

in

Senor Daredevil

for
NEW STAR
WEEK
AUG. 1st

A SENSATION!

Rides like a whirlwind—faster than a hurricane—the greatest horseman the screen has ever had—a fightin' bearcat with a million dollars worth of acting ability!

INTRODUCE HIM TO
YOUR PATRONS
WITH A
NEW
STAR
WEEK

First National Pictures

A First National Picture

Watch for pre-release reviews--it's the greatest western drama ever made--See it at your First National Exchange

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CANADA'S MOTION PICTURE TRADE PAPER

The Canadian Moving Picture Digest

Managing Director and Editor-in-Chief
RAY LEWIS

SUBSCRIPTION
$5.00 Yearly

THE CANADIAN MOVING PICTURE DIGEST
INDEPENDENT * AND * PROGRESSIVE
CANADIAN PRODUCTS
TRADE WEEKLY MAGAZINE

ESTABLISHED 1915
FOR EXHIBITORS

Published by
Canadian Moving Picture Digest Company Limited
259 Spadina Ave., Toronto

Affiliated with Exhibitors' Review Publishing Corporation

Official Organ of the M.P.T.O. of Canada

TEL. TRINITY 1481

Vol. 18, No. 9. TORONTO, CANADA July 3rd, 1926

Ray Presents

MORE ABOUT DOUBLE FEATURES

IT CHEAPENS the standing of a star or trademark to present them on a double bill, it simply advertises to your audience, exhibitors, that you do not believe your audience will get their money's worth of entertainment out of either feature should you present it singly. Moreover, you are certainly educating the producers down to a cheaper standard, establishing a position for inferior product, in place of an ever increasing demand for better and better pictures, features strong enough to head your programme.

* * *

There is not a sufficient difference in the price of admission between the first run house and the third run to warrant the running of double feature bills in the third run house, and since the first run houses have the preference in product, if they should exercise this preference by presenting double feature bills, where would the second run house stand in securing product? The protection clauses including double bills for first run and second would certainly put the third run house completely out of the running. After the first and second run houses were through with the product they were in need of, the third run house would about get his inning when the producers were already turning their activities in the direction of their next season's product.

* * *

FROM March 1st, 1926 to March 1st, 1936, a decade, covering the contract entered into by Will Hays to remain president of the Associated

(Continued on Page 12)

Double Features

THIS QUESTION as it relates itself to Canada involves issues detrimental to the interests of the exhibitor and in his favour. It has a similar reaction, both good and evil upon the producer. The exhibitor contends that by playing double feature bills he can secure the business even though his house is a third run in a zone which has a first run showing plus vaudeville, a second showing plus vaudeville; and gives this kind of a show at the same price charged by the third run house, including orchestral accompaniments.

The producer argues that by selling double bills he gets an opportunity to get rid of the "weak sisters." It also gives the producer or distributor a chance of a greater turn-over in product in a zone, keeping the majority of his pictures working.

We find that in Canada there are about five hundred pictures available yearly. In order to give exhibitors an opportunity for double feature bills another three hundred would have to be added to this list in order to establish a standard quality of presentation. For certainly 200 of the five hundred previously available as features might have been left as unproduced to the benefit of all concerned.

A little of a good thing is said to go a long way and quality rather than quantity should be the order of production and that of presentation. Short subjects and variety of programme would be sacrificed under double feature bills, tending towards satiety; and while now the third run house has an opportunity to get a split on good product, with the second run house absorbing twice the amount of product it has absorbed heretofor, the third run house would certainly get "banana oil."

Super-productions of more than average length would fade out of the picture, there would be no room for them on a double bill basis. Exhibitors have been complaining of their length now. What would they do with a policy which presents two features? The public dislikes sudden, or varied changes of policy governing either presentation, or prices of admission.

Ray Lewis

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Regal Films Limited

Wonderful Line-up of Features an

Metro-Goldwyn-Mayer Features

During the season now coming to a close Metro-Goldwyn-Mayer was "The Talk of the Industry." It conclusively proved not only able to furnish Canadian exhibitors with money-making box office attractions, but able to furnish them consistently one after another.

During season 1926-27 this company will have 52 features, and after a careful study of their production plans we unhesitatingly recommend them to the exhibitors of the Dominion as the greatest grade photoplays ever offered for showing. This list of feature pictures will definitely place Metro - Goldwyn - Mayer at "The Top of the Industry."

Never in the history of the Industry has there been gathered such an array of favorite stars under one banner; never so many internationally famous directors, and never has there been such an imposing array of stories from famous authors, dramatists and scenarists.

Book Metro - Goldwyn - Mayer's Parade of Hits and assure yourself of a profitable season.

Producers' Distributing Corp. Features

In one short year Producers Distributing Corp. has definitely won a place among the world's leading producers of photoplays. Its record during 1925-26 has been remarkable. It has provided a list of box-office attractions second to none, and it enters the new season better equipped than ever to furnish the highest grade feature pictures.

At the head of its producing organization is the peer of all directors, Cecil B. De Mille. Associated with him are a list of popular stars and directors such as cannot be excelled.

During season 1926-27 Producers Distributing Corp. will offer 42 Feature Pictures from stories by the world's greatest authors and dramatists. Each of these will be produced on a lavish scale, directed by men of proven ability and will contain casts of players that will mean money to your box office.

42 master productions that will prove a revelation to showmen and show-goers.

WE TAKE P
to the ex
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Subjects for
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Mayer, 40 fro
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1926-27 we wi
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Many now
more still to c
more about th
or let our sale

Regal Films is the Largest and Foremost Distributors of
of More Favorite Stars than any other Distributor on the
to Serve You—Toronto, Montreal,

Before Buying Pictures Read The Digest Advertising Pages.

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Annual Announcement

Short Subjects for Season 1929-27

DE in presenting itors of Canada atures and Short on 1926-27. We are that we will the very high- possible to pro-

ures we will re- Metro-Goldwyn- roducers Distri- d a number of ns. In Short have the entire including Com- ews Reels, Re- es.

ly Distributors two complete each week, com- ate best in Fea- ubjects.

Features

oductions are in blic, and Regal is that specializes . During season fer you a line of sfy the public de- ke you proud to patrons.

y for release and . Let us tell you Ask us by letter n explain.

Two-Reel Comedies

A large selection from producers who are nationally known and whose names really mean something.

Harry Langdon Comedies — A series by this world-famous comedian. A few in three reels. Each will be worthy of advertising ahead of the feature picture.

Mack Sennett Comedies — Five series from this famous comedy producer. All that is necessary to swell your box office receipts is to advertise "A Mack Sennett Comedy." Your patrons know them.

Hal Roach Comedies — Three series. These include productions of the big stars of feature pictures you have read so much about, as well as Roach, well known comedian

We can furnish you two good comedies every week, and the high quality of each will be guaranteed.

Regal release more two-reel comedies than any other exchange in the Dominion.

More theatre run comedies from Regal than from any two other exchanges combined.

Serials and Other Shorts

No live exhibitor need be told that Serials are again popular with the fans. The large number of first-class theatres that are using them is the best proof.

We are exclusive distributors for **Pathe Serials,** conceded the best chapter plays produced. Each serial is in ten episodes and each is taken from a well known novel. We will release enough new ones to keep you going during the entire season.

Pathe News, the peer of all news weeklies. Issued weekly.

Pathe Review, the screen's only magazine. Weekly.

Topics of the Day—Wit and wisdom from the press of the world. Weekly.

Aesop's Fables—Cleverest of all cartoon films. Weekly.

Grantland Rice's Sportlights — All favorite sports illustrated in a most interesting manner. Monthly.

We are continually adding new and interesting novelty reels. Always something intersting and out of the ordinary.

otion Pictures in Canada and Distributes the Productions American Continent. Six Completely Equipped Exchanges John, Winnipeg, Calgary, Vancouver

Before Buying Pictures Read The Digest Advertising Pages.

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Ray Presents

(Continued from Page 9)

Motion Picture Producers and Distributors Inc. Wm. Fox and R. H. Cochrane made the contract public in a statement issued by these gentlemen on behalf of the Board of Directors of the A.M.P.P.D.

W. Hays' first contract was for three years, extended to four years and now his third for ten.

Since this Association represents the producers of the Industry in America, with but a minority not represented, it appears that this Industry feels that it needs Mr. Hays for the next ten years to continue the work he has so successfully launched during his former terms of office.

* * *

A great many, one might say most of the producers of Mr. Hays' Association, are theatre owners in addition to being producer-distributors; and Mr. Hays' work therefore has found scope in all phases of this Industry.

The fact that Mr. Hays has so familiarized himself with the needs of this Industry, into which he entered as a stranger about four years ago, shows the earnestness with which Mr. Hays has taken his job.

The continued association of Mr. Hays in the position he now occupies, indicates that there is a strain of common-sense in this Industry after all; and also indicates that Mr. Hays is "making good" so pronouncedly that there is no room for argument. Even our profligate Industry is not throwing away one hundred thousand a year, plus the extras.

Mr. Hays' Association is surely collecting dividends on the Hays' investment. There is much "behind the scenes" service working for the Industry's general good which never reaches the ears of press agents.

We congratulate Mr. Hays and the A. M. P. P. D. on their new contract arrangement.

* * *

EXTRA DIVIDENDS

All Producing Companies Showing Results of Profitable Season

The Eastern Theatres, Inc., have declared a semi-annual dividend on its preferred stock, of 3½% payable on July 31. Famous Players-Lasky Corporation is declaring an extra dividend of $2, payable August 10. Fox Film Corporation is declaring an extra quarterly dividend of $1 on its Class A stock, payable July15, and a like amount on its Class B stock. The Loew's London Theatres, Ltd., is declaring a semi-annual dividend of 3½% on the preferred stock, payable July 15, and the Loew's (M.) Theatres, Ltd., a like amount on its preferred stock.

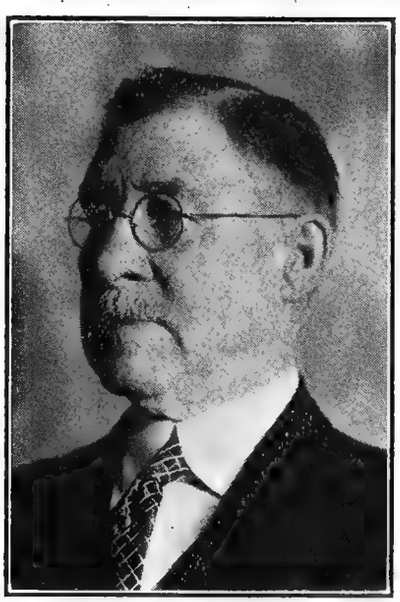
Canada and United States Lead Period Prosperity

The National Bureau of Economic Research Inc., of the U. S. records Canada and the United States as the two leading coutries in prosperity covering an over century period.

The survey shows more good times than those of depression. The table is headed as follows: Canada, period 1888-1924 years of prosperity per years of depresison 1.86. United States period 1890-1923 years of prosperity per years of depression 1.79.

England, France and Australia follow. The pre-war period gives Canada another lead 1888-1913 years of prosperity to years of depression 2.08.

United States 1890-1918, runs 1.57.



J. C. Brady, President M. P. T. O. A., Canada, states "Producers gave us a royal welcome and hospitality, Los Angeles.

Triangle Sign Disappears As Theatre Landmark

A theatrical landmark has disappeared in Ottawa, Ontario, in the reconstruction of the large electric sign in front of the Centre Theatre, a large downtown house. For many years this sign flashed forth the name of the house along with the once-famous trademark of Triangle pictures. The Triangle with "T" inset was a conspicuous part of the display but, after these many years, it has disappeared.

For a long time Ben Stapleton, owner of the Centre, has been a director of First National, and the Centre has been known as the home of First National features in the Canadian Capital—despite the Triangle trademark up front.

MATHESON LANG TOUR

Famous English Star Will Tour Canada in Dramas — He Has Appeared in Pictures.

FINAL arrangements have been completed for the forthcoming trans-Canada tour of England's greatest romantic actor, Matheson Lang, who, although a Canadian by birth, has never been seen on the stage in this country since he won his way to the forefront of his profession in London.

Mr. Lang will bring with him a repertoire of four of his biggest London successes. There will be "Carnival," an adaptation of the popular Italian drama " Sirocco," by H. C. M. Hardinge and Mr. Lang himself.—an intensely dramatic story of jealous love in modern theatrical life in Venice; "The Wandering Jew," E. Temple Thurston's dramatic version of one of the world's most arresting legends, dealing with the Jew who is said to have refused aid to Christ on the Cross,—a tragedy of tremendous import, covering a period of fifteen hundred years, and with scenes laid in four epochs; "The Tyrant," Rafael Sabatini's thrilling dramatic romance of the days when Caesar Borgia, son of Pope Alexander IV., rode roughshod over the rebellious Italian States in the stirring days of the Renaissance, — a strange, thrilling, sinister story of plot and counter-plot, love and hate; and "The Chinese Bungalow," a story of East and West in which Mr. Lang repeated his tremendous triumph of "Mr. Wu"—a story in which an English girl married to an Europeanised Chinaman falls in love with a young English painter, and draws upon their heads the vengeance of the Orient,—a fascinating study of the inscrutable, cunning, relentless Oriental mind.

To stage these four plays, four baggage cars of scenic accessories and properties are needed. It is due to this elaborate equipment that no decision has yet been made as to the order in which the plays will be presented, or which will be seen first in this city. With his complete London company and his full London productions, Mr. Lang will present in Canada a series of dramas the like of which has never been given here before by any great English star.

Full details as to dates and plays to be produced here will be announced as soon as they have been definitely fixed. The tour will open at His Majesty's Theatre, Montreal, on Sept. 14, under the joint management of Frank B. O'Neill and B. E. Lang, of His Majesty's, Montreal. Exhibitors in Canada will remember the masterful performances of Matheson Lang in the British production "Mr. Wu," purchased by the Allen Bros. for distribution in Canada and "Carnival" another British production which was released by United Artists.

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Up and Down Main Street

Keep Your Trousers on Charles

WHOEVER is doing publicity for Charlie, manages to excite the editors at any rate, who give Charles the much coveted editorial comment Even an editor could not resist the tempation to spout a bit about Charles Chaplin first as "Hamlet," second as "Christ," third as "Napoleon." Why not wait a little longer Charlie, Mussolini may become history! And Charlie, if you happen to read this presentation of Ray's, would you mind expressing, charges prepaid, the Derby, stick and old shoes you intend discarding, to me? I see your keeping your trousers on, for this we should be thankful.

* * *

$25.00 Top for "Don Juan" At Warner Theatre, New York

"Don Juan" with John Barrymore is scheduled to open at Warner's Broadway Theatre, New York, on July 19th. The admission will be $25.00 top price. But what is $25.00 to a people who are reputed as belonging to the richest country in the world.

* * *

LAEMMLE IMPROVED

Is Anxious to Get Away Quickly After Operation for Appendicitis

Carl Laemmle, president of Universal, who was stricken with appendicitis while on the S. S. Berengaria as she pulled into Southampton and was rushed to a private sanatorium in London for operation, is greatly improved following the operation. Mr. Laemmle is a man of great recuperative powers, and it is believed that he will soon be well enough to continue his European tour.

* * *

American Money Loans In Canada

The total foreign investments of the United States, including War Debts reach the magnificent sum of twenty-five billions, which makes Uncle Sam, the World's Pawnbroker.

In Canada, the bewhiskered gentleman has invested two billion and five hundred million.

LOUISE FAZENDA

interested sufficiently to lead in Warner Bros. "The Passionate Quest."

Royalty to See "Parade"

LONDON. — Marchioness Curzon will give a private showing of "The Big Parade" at her home for an audience of invited guests that will include members of the royalty.

* * *

Clara Bow Stars in "The Plastic Age"

"The Plastic Age" which gives Clara Bow such an excellent opportunity to cuddle and which was produced when Schulberg was heading Preferred Pictures, gets a reflected glory through the headlines which this youthful star received in the New York papers heralding the suicide threats of Robert S. Savage, Yale graduate and football player, who was courting death all on account of contrary Clara.

Now that Savage did not die, he gets a contract from Pierpont-Milligan, nearly Pierpont Morgan, but enough difference to be different, an Independent producing company, to star him in six society dramas. The publicity reports his salary at $200.00 weekly. Thank God for this much. There was a time when a press agent would have said $2000.00 making the real old timers of young visage "mad" that they were drawing much, much less.

Toronto Theatres

First Runs

HIPPODROME — Cecil B. DeMille Production, "Silence," directed by Rupert Julian, cast includes H. B. Warner, Vera Reynolds, Rockliffe Fellowes, Raymond Hatton, P.D.C.

LOEW'S—"Lovey Mary," featuring Bessie Love and William Haines, Metro Goldwyn-Mayer.

PANTAGES—Revival Week. Schedule last week's issue.

TIVOLI—Warner Bros. John Barrymore "The Sea Beast."

Neighborhood Theatres

PALACE—Wm. Fox, "Tony Runs Wild," with Tom Mix.

ST. CLAIR—Universal, "The Cohens and The Kellys," George Sydney and Charles Murray.

YORK—Universal, "Skinner's Dress Suit," with Reginald Denny and Laura La Plante.

COLLEGE — "Let's Get Married." with Richard Dix—Paramount.

BEACH — "Skinner's Dress Suit," with Reginald Denny and Laura La Plante—Universal.

CAPITOL — "Brown of Harvard," with William Haines, Metro-Goldwyn-Mayer.

ALHAMBRA — Wm. Fox, "Tony Runs Wild," with Tom Mix.

PARKDALE—"Old Loves & New," with Lewis Stone, First Nationla.

OAKWOOD—"The Wilderness Woman," with Aileen Pringle. First National.

BEAVER—Lee-Bradford Vital Release, "She," with Betty Blythe.

DANFORTH—"The Song & Dance Man," with Bessie Love and Tom Moore, Paramount. "Lord Jim," with Percy Marmont, Shirley Mason, Paramount.

CHRISTIE—Richard Barthelmess in "Just Suppose," First National. — Tom Mix in "The Best Bad Man," Fox Production.

* * *

Automobiles to Blame For Unwanted Babies

This Industry has been blamed for many things, but has never earned the distinction given to automobiles, namely the blame for "Unwanted Babies," attributed to autos by the Salvation Army. I hope no producer looking for a sensational picture title will take this as a suggestion for a story.

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It looks as if the Canadian delegates to Los Angeles grew very fond of the Hal Roach "gang" for here we find our Canucks again getting their pictures taken with these young Pathe laugh-getters.

BALANCED PROGRAM FROM ASSOCIATED

Lewis J. Selznick Promises One A Week From Associated Exhibitors.

LEWIS J. SELZNICK, President of Associated Exhibitors, announced last week a positive policy of one feature picture a week for the coming year. In addition, there will be twelve feature productions which will be handled by a separate organization, the name of which will be announced shortly.

There will be no change in the personnel of the organization at the present time. Showmanship will govern Mr. Selznick's directorship.

* * *

For Biblical Research

LOS ANGELES. — Cecil B. DeMille has engaged Rabbi Henry L. Radlin of New York to do research work for "The King of Kings," his new picture based on the life of Christ.

* * *

Maas in Banff

Ernest Maas, of the Fox West Coast production department, is up in the Canadian Rockies on location with the company now making the James Oiver Curwood story, "The Country Beyond." He will return to Hollywood in several days.

MAY BAR "BIG PARADE"

Anti-"Big Parade" Propaganda Equivalent to "Red Flag Waving."

SYDNEY, Australia.—The Parliament of the Commonwealth is debating the question of the admission of "The Big Parade." The film was detained at the customs pending their decision. Should it be passed into the country, Metro-Goldwyn-Mayer Corporation will take advantage of the opportunity for exploitation and put it on in a big way. The company recently suffered a rejection of the picture "The Merry Widow" by the censors. If Australia bars "The Big Parade," it will be an exemplification of the bigotry of the Medieaval Ages.

* * *

Messrs. Lesser & Rothacker Sailed on the Belgenland

Sol Lesser and Miss Marjorie Lesser are sailing on the Red Star liner Belganland Saturday for Plymouth and Cherbourg. Sailing also on this liner is Waterson R. Rothacker, president of the Rothacker Film Manufacturing Company.

NO DUTY INCREASE

Australian House of Representatives Reject Proposal of 1 Cent Per Foot Advance.

MELBOURNE. — The Australian House of Representatives has rejected a suggestion by the Senate that the duty on all imported films except the British be increased by a penny per foot.

The Minister of Customs, H. F. Pratten, promised that he would fully protect British films when a sufficient quantity was forthcoming.

* * *

$120,000 FOR MELLER

Rivalry Between United Artists and First National Helps Her

Rivalry between Famous Players-Lasky and the United Artists has resulted in the latter company outbidding the former for the services of the Spanish star, Raquel Meller. United Artists have offered E. Ray Goetz, her manager, $120,000 for her services in making a picture with Charlie Chaplin the early part of next year. The story will be the life of Napoleon. Famous had offered $100,000 for ten weeks.

Theatre
P
Seatin
Addres
Canadian Moving Picture Digest

MOTIOGRAPH DE LUXE IS

OUTSTANDING—

Because this magnificent Projector stands out as the only Projector with advanced engineering features such as Reflecting Arc Lamp, Direct Motor Drive, Title Brake and Double Bearing Movement with Ball Bearing End Thrust.

OUTPERFORMING—

Because the De Luxe Reflecting Arc and Mazda Equipments attain the maximum of light with sharpness of definition and evenness of field, ease and simplicity of operation at surprisingly low upkeep cost.

OUTSELLING—

The Motiograph De Luxe is outselling the country over, winning and holding the good will of all who buy it.

There is a Reason! Should you not Investigate?

The Coleman Electric Company

258 VICTORIA STREET - - TORONTO 2, CANADA

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NEW YORK THEATRES

RIALTO—"Variety," a UFA production with Emil Jennings. Paramount

CAPITOL—"The Road to Mandalay," with Lon Chaney. Metro-Goldwyn-Mayer.

MARK STRAND—"Up In Mabel's Room," with Marie Prevost. P.D.C.

COLONY—"The Trap," with Lon Chaney—Universal Revival.

WARNER'S—"The Prince of Pilsen," with George Sidney—P. D. C.

BROADWAY — "The Still Alarm," with William Russell—Universal.

RIVOLI—"Born to the West," with Jack Holt—Paramount.

CAMEO — "The Volga Boatman," with William Boyd—P. D. C.

ASTOR — "The Big Parade," with John Gilbert and Renee Adoree — Metro-Goldwyn-Mayer.

SHERIDAN—"A Social Celebrity," with Adolphe Menjou—Paramount. Second half, "The Exquisite Sinner," with Conrad Nagel.

EMBASSY — "Ben Hur," Ramon Navarro, May McAvoy and all star. Metro-Goldwyn-Mayer.

LOEW'S LEXINGTON — "Paris," with Charles Ray, Metro-Goldwyn-Mayer; "Wet Paint," with Raymond Griffith, Paramount; "The Palm Beach Girl," with Bebe Daniels, and "Good and Naughty," with Pola Negri, Paramount.

LOEW'S NEW YORK — "Tramp, [illegible] to Harry Langdon; "Paris," with [illegible]o-Goldwyn-Mayer; "A Trip to Chinatown"; "The Dice Woman," with Priscilla Dean, P. D. C.

LOEW'S STATE — "Paris," with Charles Ray, Metro-Goldwyn Mayer. Also "Good and Naughty," with Pola Negri, Paramount.

OLYMPIA — "The Blind Goddess," with Esther Ralston, Paramount. "Mlle. Modiste," with Corinne Griffith, First National.

PLAZA — "The Silver Treasure," with George O'Brien. "Why Girls Leave Home," with Patsy Ruth Miller, Warner Brothers. "Brown of Harvard," with William Haines, Metro-Goldwyn-Mayer. "Down to the Sea in Ships," with Clara Bow, Hodkinson.

BROOKLYN STRAND—"Puppets" with Milton Sills, Paramount.

CRITERION — "Mare Nostrum," with Alice Terry and Antonio Moreno, Metro-Goldwyn-Mayer.

Do Movie Stars Rise to Fame Through a Slow Grinding Process

ROBERT SHERWOOD, in the Toronto Weekly Star, gives us an interesting insight into how slowly some stars rise to fame. The over-night glory is perhaps our first insight into what a certain player is doing; and the long years of preparation are not noted or missed.

"Many tales are told of meteoric rises to stardom by hitherto unheard of prodigies — but the struggles of those who go up the high ladder one rung at a time are infrequently chronicled.

During a visit to Hollywood, over four years ago, I went to the Goldwyn Studio an dthere encountered a disconsolate young lady and an equally disconsolate young man. One of them was Eleanor Boardman; the other, William Haines.

They had both been recruited in New York by Bijou Fernandez, who was then hunting for new talent, and both had been awarded movie contracts at a small salary on the chance that they might develop talent. Taken to Hollywood, with this glowing opportunity ahead of them, they had been given no chance to do anything whatever—and they both were complaining bitterly when I saw them. Indeed, both were looking longingly toward their former jobs in New York.

Miss Boardman was the first to break through. About a year later she was given a good part in a Rupert Hughes picture, "Souls For Sale;" Mr. Haines was effectually obscured in the same production. After that, Miss Boardman went on to success, leaving Mr. Haines far behind her.

Last season, William Haines suddenly found himself—in "The Tower of Lies," "Little Annie Rooney," "Memory Lane," "Brown of Harvard" and "Lovey Mary." He is now about to be made a star, with a glowing future ahead of him.

Both Miss Boardman and Mr. Haines are to be seen in "Tell it to the Marines," by Metro-Goldwyn-Mayer. Miss Fernandez may be well proud of her perceptiveness in picking this pair, on their face value alone. The material of which stars are made is not easy to find—as any casting director can tell you."

* * *

Canada Splits Week

ST. JOHN, N.B.—Canadian theatres are fighting amateur baseball and good motoring weather by instituting the split week. Despite these oppositions the Imperial drew $4,000 playing "The Auction Block," "Say It Again" and "The Unguarded Hour."

* * *

Laemmle Gets Award

Carl Laemmle, president of Universal Pictures Corporation, according to Grazielle Boucher, executive of the Oregon Humane Society, has been awarded the Abraham Lincoln Humanitarian Award, given by the society for the co-operation given by the Universal organization.

One of the colorful scenes in Warner Bros. superb sea picture 'The Sea Beast,' playing Tivoli, Toronto, week July 5th. John Barrymore and Dolores Costello are interested in the natives of the mission.

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SHOWMANSHIP

HERBERT JENNINGS PUTS IT OVER

Interviewed and written by
RUSSELL J. WALDO.

AT THE TIME the B. F. Keith Circuit of theatres took over the Palace Theatre, August 26th, 1922, there seemed to be an expression of doubt upon the minds of not only theatre managers of Indianapolis but including the theatre going public of the city.

The Palace, formerly Loew's State Theatre, was closed on account of insufficient business to support the house or sufficient to warrant keeping the house open. For this reason everyone seemed to believe that it was an unwise step to open another popular priced theatre. However, the man who was to manage the new house knew the city, knew what their likes and dislikes were and above all was chock full of ideas which would put any house over if the plans were fitted to the people.

Indianapolis was already being served by one B. F. Keith house in addition to one Pantages house.

The first step to be taken was to arrange a well balanced bill of six acts so balanced that each succeeding act was aided and supported by the act before it. This is one of the most important steps in theatrical management. Each act must make way for the act which follows and once the audience gains interest in the programme their interest should never be allowed to wane. (The same applies to a balance programme of pictures, vary your programme with variety.) *Next week, Mr. Jennings' idea on "Small Space" publicity.*

* * *

"BORN TO THE WEST" (Paramount)

As a special feature on the bill is Frank Cambria's "Circus Week," a ballyhoo front is featured. It consists of a side show circus tent canvas front or seven immense canvas strips strung from the roof to the top of the marquee. The five centre strips show laughing clowns in flashing colors. The two end strips carry the words in enormous letters: "Circus Week." It makes a novel bit of timely summer exploitation that can be used on any program with a circus atmosphere. — J. Maxwell Joice, Rivoli Theatre, New York.

LET THE PRESS-BOOK DO THE WORK

By JOSEPH J. O'NEILL
Director of Publicity
Film Booking Offices

THE THEATRE manager is just about the busiest fellow in forty-eight states, the District of Columbia. Alaska and all the other possessions

The more material he can find all ready for his use the better he likes it. He hasn't the time to work out a lot of detail for himself.

Advertising in the newspapers is one of the most important things on his daily calendar. To prepare snappy newspaper ads that are going to sell seats, would take much careful preparation.

He's stuck for a rush ad for today's paper and he's got to duck out of town in an hour or so.

The press book! He turns the pages—there it is! Just the sort of advertisement he wants all written up for him. He clips it out and shoots it to his printer to follow copy exactly.

Advertisements of various sizes are printed in the press book so that the only thing left for the manager to do is to fill in the name of his theatre.

IN case the advertisement calls for cuts, they can be gotten from the exchange, and in case there is no exchange in the city, it is possible to use cuts of players from previous advertisements.

It is also possible to omit the cuts if he is hard pressed.

"UP IN MABEL'S ROOM" (Prod. Dist. Corp.)

A smashing window display in Bloomingdale's department store, the entire window representing Mabel's boudoir, very lavishly furnished. Pretty lingerie in all colors and qualities is thrown carelessly about the room as if Mabel was having some trouble making a selecion, and got a litle peeved over it. Mabel herself is seen in the form of a cutout from one of the 24-sheets stretching her arm and soulder around the curtain of the dressing booth at the back of the window. A neat card and stills tie it up nicely with the showing of the feature at the Strand. The lingerie is "Dolly Rose," and Kirkpatrick Bro. of New York are lining up window displays throughout the United States on this picture. Be sure and get this window display when you run "Up In Mabel's Room," for it has proved a knockout. — Strand Theatre, New York.

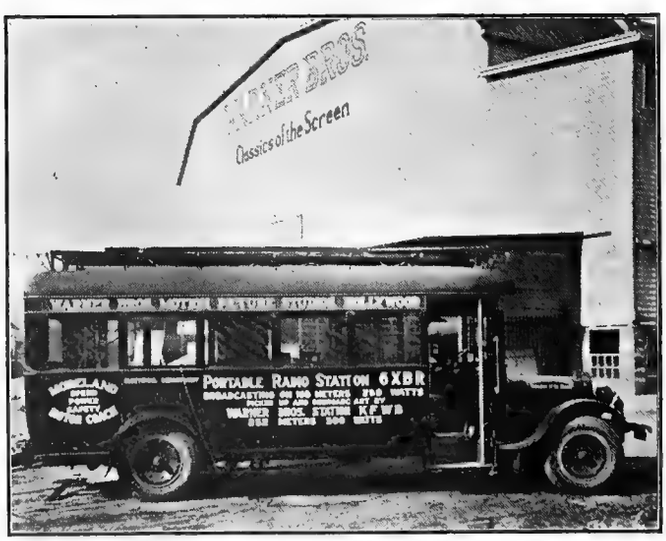
* * *

"THE BAT" (United Artists)

A small card with a hairpin attached and copy reading "Pin your hair down! A hair-raiser!" proved a strong and amusing advertising medium. A tie-up was also effected with "Daredevil" Lockwood whereby a sign reading "Daredevil" Lockwood says "See The Bat at the Howard. Now!" was put on the automobile he used in a 124-hour non-stop drive, at no cost to the theatre.—Howard Theatre, Atlanta, Ga.

And this is how Warner Bros. tell the world what they are doing in Hollywood.

"Classics of The Screen" news on your radio.



Before Buying Pictures Read The Digest Advertising Pages.

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"Nell Gwyn"

Starring Dorothy Gish. A Herbert Wilcox British National Pictures Production. Released by Famous Players Film Service, Canada

"Nell," the little orange girl, becomes the King's favorite and the inspiration of Sir Peter Lely and other English masters of portraiture.

"Nell Gwyn" famed for her beauty, her charity, became the idol of the English people; and her memory has been ever kept green as "Dear Little Nell Gwyn."

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Round About the Studios

Lloyd Hamilton of Educational Comedies educating Canada to the value of Short Subjects — S. Bloom, S. Smith and A. Pollokoff are three of a kind in this group.

Beatrice Lillie of "Charlot's Revue" fame has been selected for a feature role in a comedy drama by Sam Taylor, who was associated for many years in a directorial capacity with Harold Lloyd.

* * *

"Foot Loose Widows," a Warner Production will soon be released in Canada. Jacqueline Logan and Louise Fazenda are the merry if flighty widows. It was recently given a New York showing at Warner's New York Theatre.

* * *

Jess Smith Production, Inc., have purchased screen rights to "The Poor Nut."

* * *

Warner's three Road Shows for this season are John Barrymore in "Manon Lescaut" and in "Don Juan." Sydney Chaplin in "The Better 'Ole." Meanwhile Barrymore is aboard his yacht. "The Mariner," the cruise leading to Honolulu.

* * *

Alice Terry returns from Europe with a print of 'The Magician' adapted from Somerset Maugham's widely read novel. Direction by Rex Ingram. Wm. Fox will produce "The Pelican" and "What Price Glory," both Broadway play successes.

* * *

"The Lady of the Lamp" will be based upon the life of Florence Nightingale and will see production under the auspices of the Florence Nightingale Production Company. The picture will be produced abroad.

* * *

Gene Tunney, the pugilist, has been engaged by Pathe to appear in a picture called "The Fighting Marines."

* * *

Rudolph Valentino, under a new contract arrangement with Joseph Schenck will appear in three elaborate productions for United Artists.

* * *

Fox Film Corporation has been loaned, it is said, thousands of feet of War film for incorporation in "What Price Glory" by Laurence Stallings, author of "The Big Parade," the Metro-Goldwyn-Mayer sensation picture.

* * *

Robert C. Benchley, dramatic editor of "Life," whose greatest slogan was "While there is 'Life' there is hope," has been signed by Jesse Lasky to write for Paramount Pictures. Raymond Griffith will star in a story inspired by Benchley's pen.

* * *

Metro-Goldwyn-Mayer say, "I can do it." It is a screen story by Max Marcin.

George Lester, of Toronto, whispers into Buster Brown's ear that he intends using Universal Comedies.

E. Phillips Oppenheim's story, "The Duke of Ladies," is in production at the Cosmopolitan Studios, for First National

Raoul Walsh is directing "What Price Glory" for Wm. Fox, while an officer of the British Regiment, Chesire Rifles, has been engaged for the principle role of "Captain Flagg."

* * *

Herbert Brennon will direct Lois Moran in Dixie Willson's story, "God Gave Me Twenty Cents," for Paramount. Miss Moran has just signed a long term contract with Famous Players. Her success in the role of "Stella Dallas" earned for her this reward.

* * *

"Ben Hur," the Metro-Goldwyn-Mayer release, directed by Fred Niblo, is in its eighth month run in New York, going from Geo. M. Cohan's Theatre to the Loew's Embassy, the theatre of Gloria Gould fame.

* * *

"Tell It To The Marines" is being directed by George Hill at the Metro-Goldwyn-Mayer Studios, Los Angeles. In the cast, Eleanor Boardman, Carmel Myers and William Haines.

* * *

Mary Pickford is reported to be contemplating production of a picture called "Cash." Do you remember the days when the saleslady called out "Cash" and "Cash" in the person of a very diminutive "female of the species" responded to the call in our young department stores? This is the theme of Mary's "Cash." The same press agent reports a picture of Mary and Douglas as co-stars. To be made for United Artists.

* * *

Dorothy Gish will be starred in "Madame Pompadour," British National Pictures Ltd., J. D. William's great English venture. By a special arrangement with Samuel Goldwyn, Frances Marion will write the continuity for the French Madame. The direction by Herbert Wilcox of "Nell Gwyn" fame soon to be released in Canada, through the Famous-Players Film Service.

* * *

Metro-Goldwyn-Mayer announce that J. E. Williamson is to direct the underwater scenes in Jules Verne's "The Mysterious Island," Maurice Tourneur is the director.

* * *

"Aloma of the South Seas" with that torso and muscle juggler of fame, Gilda Gray, is in its sixth week at the Rialto, New York.

And here we find Mrs. Bloom all the way from Canada to Los Angeles to look after Canada — No wonder—see what S. Smith and George Lester are doing — a couple of thorns with a rose between while J. C. Brady, S. Bloom and A. Pollokoff are evidently having their pictures taken.

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Rousing verdict of Showmen's approval plants Evelyn BRENT *firmly on top*

F. B. O. PERFORMANCE IS THE ANSWER

Some of the leading theatres now cleaning up with Brent melodramas.

NEW YORK
Empire, Loew's 83rd St., Loew's New York, Stadium, U. S. Avon, Loew's Broadway, Colonial.

CHICAGO
Alcazar, Cozy, Gem, Chatham, States, Linden.

PITTSBURG
Burke's, Gould, Metropolitan, Triangle, Variety.

CINCINNATI
Alhambra, Orpheum, Strand, Heuck's Opera House, Lincoln.

SAN FRANCISCO
New American, Francessa, Pantages, Peerless, Union Square.

KANSAS CITY
Ashland, Colonial, Gem, Gillham, Hollywood.

ST. LOUIS
New Gem, Fairy, Willston, Ashland, O'Fallon.

INDIANAPOLIS
Royal Arcade, Southside, Prospect, Manhattan.

AND HUNDREDS OF OTHERS IN CANADA

Personality-plus punch! That's the Brent box-office formula--and what a sure-fire proposition it is!

14 Brent hits in a row and not a single dud--and the best of them all right now

"THE JADE CUP"

Distributed by

FBO

Exclusive Foreign Distributors, R-C Export Corporation, 1560 Broadway, New York

Toronto - Montreal - St. John - Winnipeg - Calgary

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BIG NEWS!

POSTAL TELEGRAPH – COMMERCIAL CABLES
CLARENCE H. MACKAY, PRESIDENT
TELEGRAMS TO ALL AMERICA — CABLEGRAMS TO ALL THE WORLD
"THE PULSE OF THE WORLD"
RECEIVED AT
DELIVERY NO.
STANDARD TIME INDICATED ON THIS MESSAGE
This is a fast Telegram unless otherwise indicated by signal after the number of words—"Blue" (Day Letter) "N. L." (Night Letter) or "Nite" (Night Telegram)

CLEVELAND, OHIO
June 11, 1926

WARNER BROS., 1600 Broadway, N. Y.

Have just signed contract for all of your pictures. My very best wishes for what looks to be a very profitable season. Kindest regards.

FRED DESBERG
Loew's Ohio Theatres

BIG SHOWMEN BOOK 26 WARNER WINNERS!

Big Pictures for Big Houses! "Quality – not Quantity" Policy sweeps WARNER Winners for 1926-27, into country's finest theatres!

Fred Desberg–Loew's Ohio Theatres Cleveland, Ohio

Ike Libson – Dayton, Ohio; Cincinnati, Ohio

Wm. Epstein – Aztec Theatre San Antonio, Texas

John Hamrick–Blue Mouse Theatre Tacoma, Wash.; Seattle, Wash.; Portland, Ore.

Alton C. Emory, Bill Mahoney – Rialto Theatre Providence, Rhode Island

N. C. Yamins – Rialto Theatre Fall River, Mass.

26 "Individually Specialized" WARNER WINNERS FOR 1926-27

- CROSS THE PACIFIC
- N'T TELL THE WIFE
- LE LONDON SLEEPS
- E FLANNELS
- NEE LADIES
- LE SIS
- HEART OF MARYLAND
- ACK DIAMOND EXPRESS
- RD DEGREE
- BY THE POLICE
- LD BIRD
- ID
- MURPHY
- MY OFFICIAL WIFE
- THE COLLEGE WIDOW
- HILLS OF KENTUCKY
- MILLIONAIRES
- WHAT HAPPENED TO FATHER
- IRISH HEARTS
- THE CLIMBERS,
- BITTER APPLES
- DEARIE
- ARTHUR SOMERS ROCHE *the eminent novelist—two stories. Titles to be announced.*
- WHAT EVERY GIRL SHOULD KNOW

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CANADIAN MOVING PICTURE DIGEST

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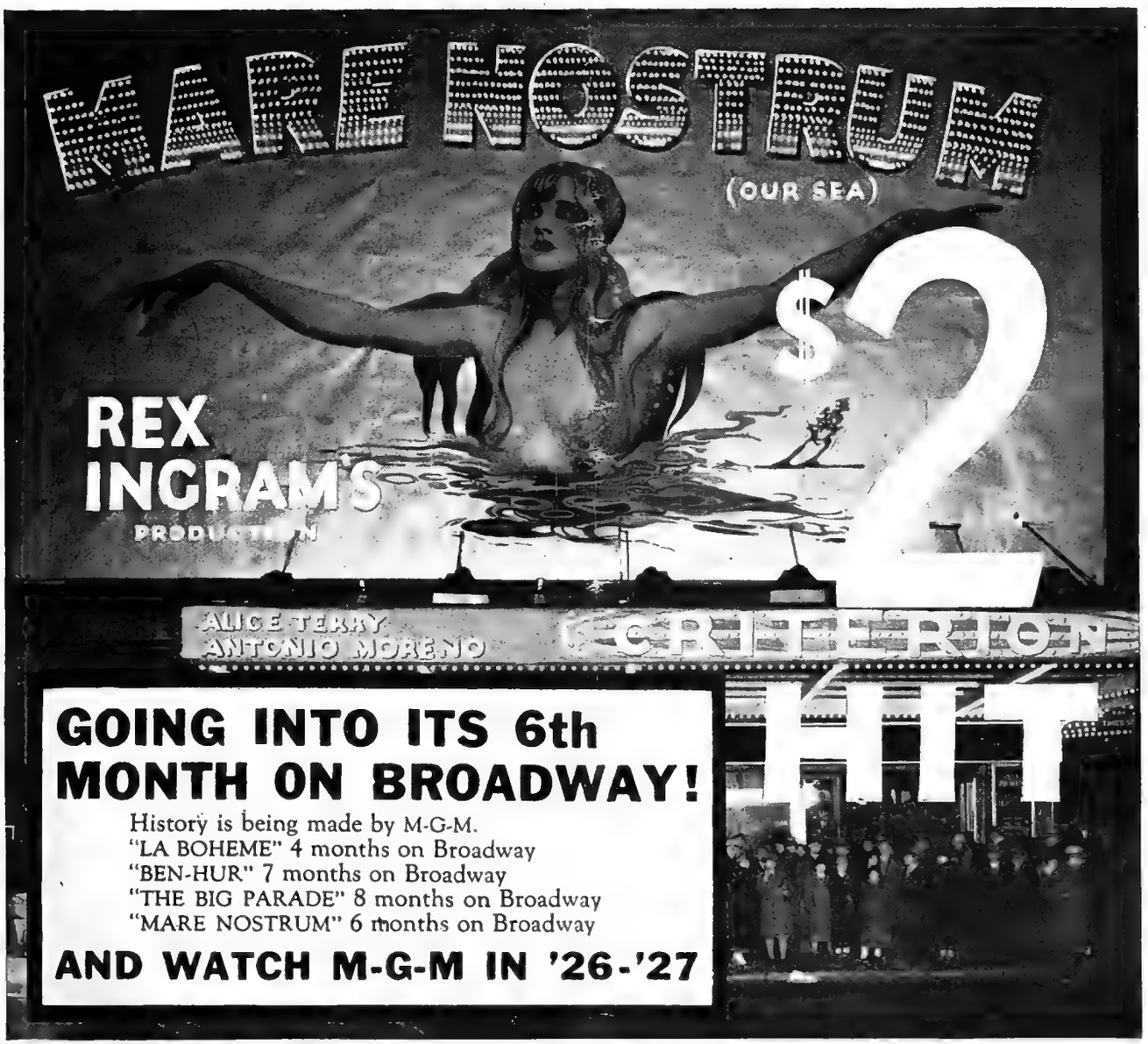
Vol. 18, No. 10. TORONTO 2, CANADA July 10th, 1926



PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2

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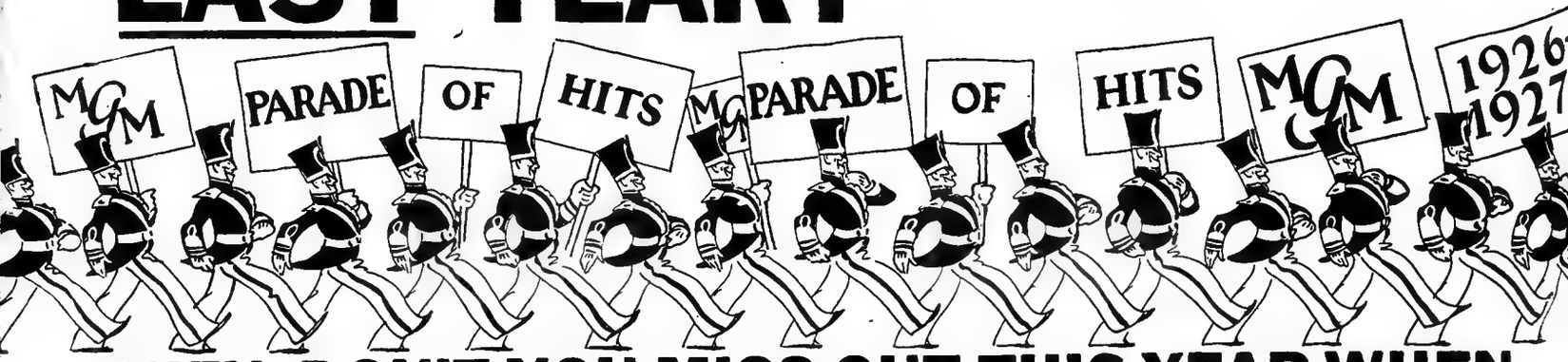
DID YOU MISS OUT LAST YEAR?



THEN, DON'T YOU MISS OUT THIS YEAR WHEN M-G-M'S PARADE OF HITS MARCHES BY!

LAST year we showed you our line-up—
YOU said "Great!"—
TIME alone proved how great it was.
WE told you we had great pictures coming like
"MARE Nostrum" "La Boheme" "Unholy Three"
"MERRY Widow" "The Midshipman" "Never The Twain"
"THE Barrier" "Ibanez' Torrent" and hits, hits, hits!
YOU said: "Sounds all right on paper
BUT I'll wait!"
OUR salesmen are now on their way to you
TO present The Parade of Hits for 1926-27.
IF you were a doubting Thomas last year
DON'T be left behind again because without question
M-G-M's greatest year is coming.
WHEN you sign for those pictures you've made a smart deal.
AND all doubting Thomases must realize by now
THAT when M-G-M says it's got the goods
YOU can depend on it.
AND M-G-M is here to tell you that
THE Parade of Hits will make a lot of exhibitors
A lot richer—
HOW about you?

THE TOP OF THE INDUSTRY

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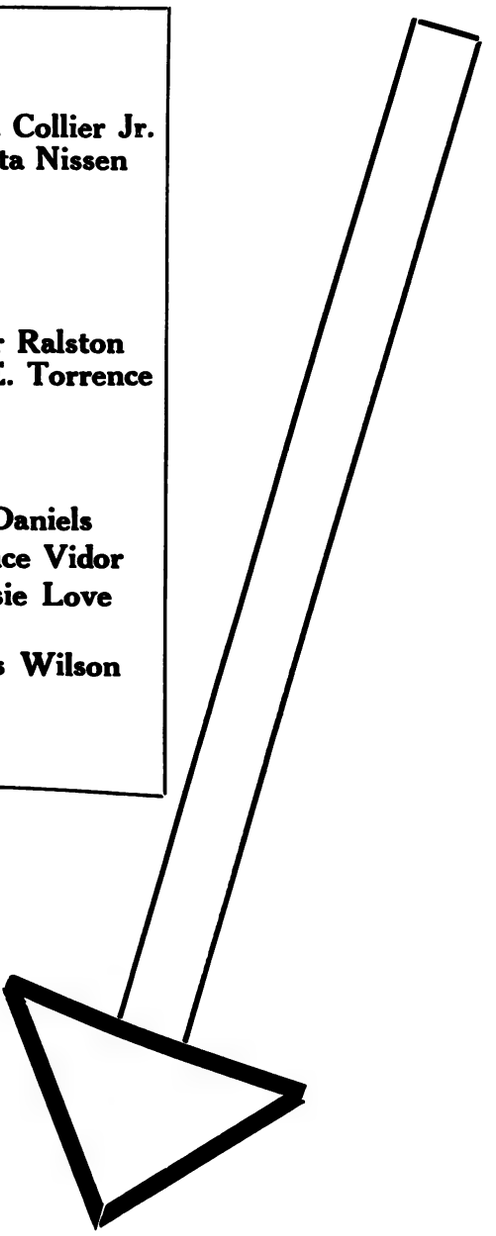
The Biggest Proven Money-Makers of the Industry Now Available

"FOR HEAVEN'S SAKE"	Harold Lloyd
"THE VANISHING AMERICAN"	Richard Dix
"THE WANDERER"	E. Torrence, Wm. Collier Jr. Wal. Beery—Gretta Nissen
"THE RAINMAKER"	All Star Cast
"IT'S THE OLD ARMY GAME"	W. C. Fields
"BEHIND THE FRONT"	Wallace Beery Raymond Hatton
"THE BLIND GODDESS"	Jack Holt—Esther Ralston Louise Dresser—E. Torrence
"THAT'S MY BABY"	Douglas MacLean
"THE GRAND DUCHESS AND THE WAITER"	Adolph Menjou
"THE VOLCANO"	R. Cortez—Bebe Daniels
"SEA HORSES"	Jack Holt—Florence Vidor
"THE SONG AND DANCE MAN"	Tom Moore—Bessie Love Harrison Ford
"LET'S GET MARRIED"	Richard Dix—Lois Wilson
"THE PALM BEACH GIRL"	Bebe Daniels
"SAY IT AGAIN"	Richard Dix



Specially made Summer Hits--Just Built for Your Box-Office

Paramount Has Them!

Famous-Lasky Film Service, Limited

St. John - Montreal - Toronto - Winnipeg - Calgary - Vancouver

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The Biggest Hit on Broadway

Is One of the 15th Birthday Group

Written and Directed by E. A. Dupont
An Ufa Production
A Paramount Picture
Variety is a corking picture and on top of that—no better four Principals ever have appeared in any one picture—
(Variety)
with
EMIL JANNINGS
LYA DE PUTTI
ADOLPH ZUKOR AND JESSE L. LASKY PRESENT
"VARIETY"

Famous-Lasky Film Service, Limited

St. John - Montreal - Toronto - Winnipeg - Calgary - Vancouver

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One of the BIG HITS!

and

74 MORE COMING

First of Paramount's

15th Birthday Group

ADOLPH ZUKOR AND JESSE L. LASKY PRESENT

Gilda Gray

in

"ALOMA OF THE SOUTH SEAS"

with

PERCY MARMONT
WARNER BAXTER
JULANNE JOHNSTON
WILLIAM POWELL

A Paramount Picture

A MAURICE TOURNEUR *Production*

Famous-Lasky Film Service, Limited

St. John - Montreal - Toronto
Winnipeg - Calgary - Vancouver

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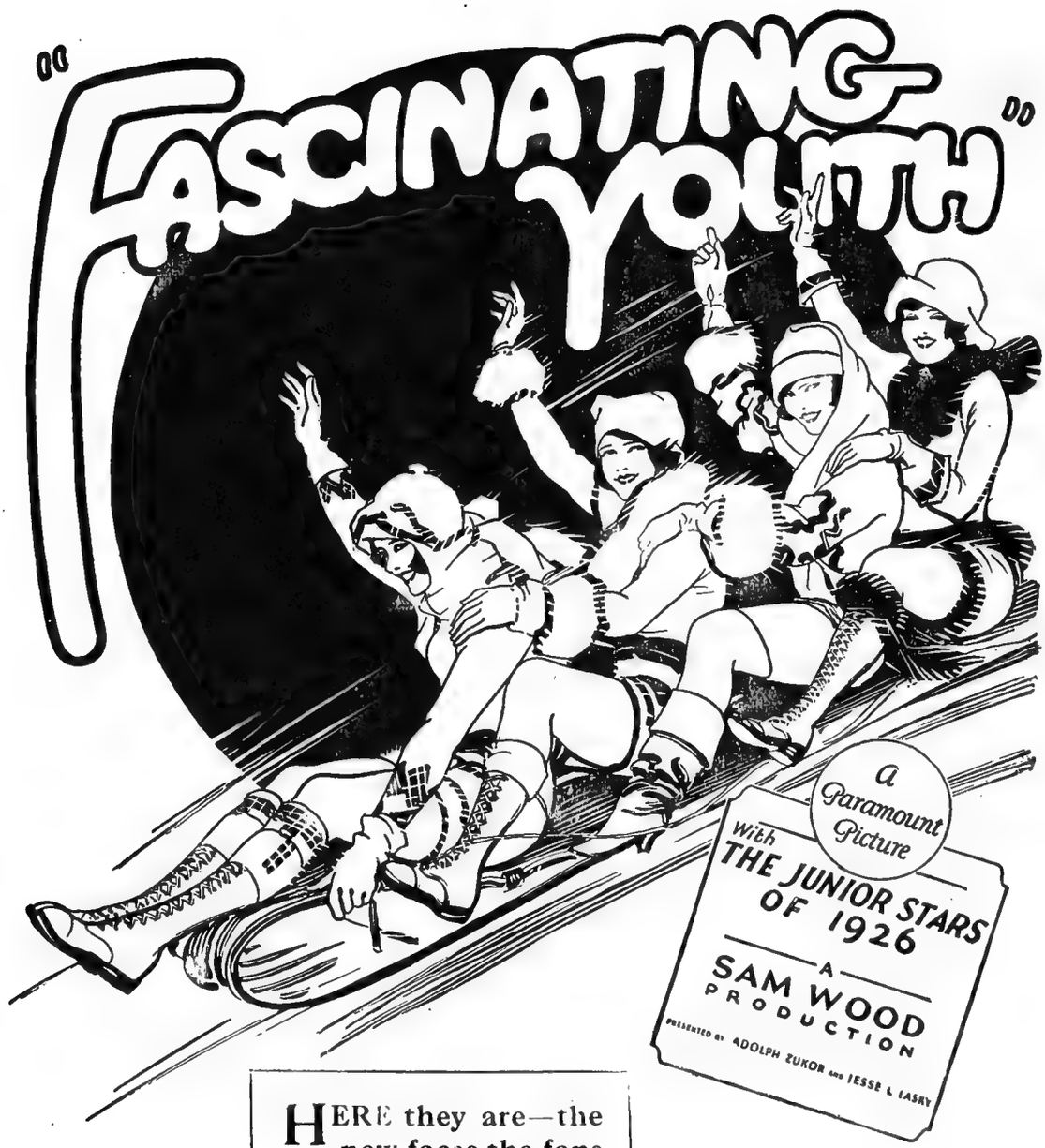
"FASCINATING YOUTH"
A Paramount Picture
With THE JUNIOR STARS OF 1926
A SAM WOOD PRODUCTION
PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY

HERE they are—the new faces the fans are keen to see. In a sizzling love-melodrama with sure audience appeal.

Paramount Pictures

Famous Lasky Film Service, Limited

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Canadian Moving Picture DIGEST

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RAY LEWIS
Editor and Managing Director
GEORGE C. WILLIAMS
President

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Telephone: Trinity 1481

Vol. 18, No. 10. TORONTO, CANADA July 10th, 1926

Ray Presents

CHAPLIN'S NAPOLEON

CHAPLIN'S Napoleonic ambition with Raquel Miller as Josephine sounds big. I have not seen or heard the art of this Spanish singer, but since the high-brows are disagreed about her, I will cast my lot with those who give her the place of distinction among artists; and I am willing to concede that this little lady will make a very beautiful and appealing as well as picturesque "Josephine;" and since the high-brows and low-brows adore "our Charlie" the combination of two names should be an event in Motion Picture History.

* * *

However, while on the subject of the Napoleon picture by Charles Chaplin, I may hurt the feelings of Charlie, for whom I have both a sincere admiration and affection by stating that although he might be able to act the part of Napoleon, the picture I conjure up of this idol of the French people, depicts him with brows furrowed, and one hand inside his vest. A vision of Chaplin in this pose makes me laugh, I gurgle, I chuckle and then comes the loud laugh which may bespeak the vacant mind, but I can't help it, Charles Chaplin as "Napoleon" tickles my laugh propensities.

* * *

I THINK Chaplin has an excellent idea in his ambition to present "Napoleon" but why not do "Talleyrand?" Charles could give us quite

(Continued on Page 10)

Breeding

JESSE LASKY, in a recent public statement, emphasized the necessity for good breeding in players who found themselves interpreting characters of ladies and gentlemen with a traditional background.

Thoroughbreds always show good form; and the genius who springs like the lotus lily from stagnant waters, is not an authority to disprove the rule of thoroughbreds.

If one could trace this genius, who has the manners of a prince, or princess, one might discover that back a generation or two, perhaps three, there was a cross which brought into the peasant stock a thoroughbred strain.

Mr. Lasky emphasized how necessary it is to secure a lady to interpret a lady; and this is not a producer's easiest task. He cites Florence Vidor in "The Duchess and The Waiter." One realized that she belonged to the environment the story gave her; and that it was impossible to take a plebian pretty face; and give her the role of Mlle. Society, nor can a "bronco" essay the role of a Monsieur Beaucaire realistically.

The same rule holds good in the business of our Industry. We need gentlemen and ladies in important positions. The tone of a company, its method of doing business, is coloured by the breeding of its officers, and one has only to observe casually that where there is the greatest amount of breeding and knowledge, there one finds the natural expression of breeding, respect for the other fellow's feeling, a graciousness, a courtesy, which betokens being born to the purple, or with enough blue blood in the veins to register quality.

Ray Lewis

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Ray Presents

(Continued from Page 9)

a different interpretation of a character whose cunning was so suave and brilliant, so close to the border of comedy. Charles Chaplin as "Talleyrand" has possibilities; and after all "Josephine" gets the sympathy, for "Napoleon" does not play the game fair and between ourselves is a bit of a strutting peacock plus a pouter pigeon.

* * *

Cecelia Loftus, as "Cissie Loftus" was considered the Mimic of Vaudeville, and yet she played leads with Sir Henry Irving when Dame Ellen Terry and Sir Henry agreed to each go their individual way, so the old-timers say, "Cissie made good, why not Charles to tragedy?

I think that the screen is loth to give up its supreme comedian; and that Motion Pictures is jealous of Charles' fame, wishing to hand him down to posterity, not as the man "who made countless thousands mourn," but as the jester who made countless thousands rock with laughter, scattering the tears of remorse and pain.

* * *

If the producers are hit by the inner or outer urge of economy, a great deal of money can be saved with the elimination of the gilt-edged presentation books which must take three months at least of someone's time to lay out; and about that much time in addition to get out. Not counting the tremendous cost of all the needless embroidery.

A book containing necessary information for exhibitors to have so that they may become acquainted with what they are going to be asked to buy, so that they may know what they are selling to the public is a necessity. But the illuminated lettering and all the extravagance of these books, which yearly grow more elaborate, is a very vital spot upon which to immediately practise economy.

The trouble with this Industry of ours is that they get many good "hunches" but apply them in the wrong direction. More economical ideas to follow in this column.

* * *

Miss Elizabeth Lonergan Visitor

Elizabeth Lonergan, representing the Cinematograph weekly Picture goes and Broadcaster of London, England, visited Toronto last week.

John Arthur Famous Musical Director Returns to Toronto From London

John Arthur, Managing Director of Famous-Players, presentations, has just returned from a visit to the British Isles and the continent. Mr. Arthur when interviewed in connection with picture production in England, stated that the British production plans were yet in the making, that the theatres in London were presenting a large proportion of American-made films, which appear to be immensely popular, if one can judge from a box-office appeal.

In spite of the much publicized Anti-American Film propaganda, Mr. Arthur states that the friendliness displayed towards America is particularly marked.

In Germany, Mr. Arthur stated that the Germans prefer the English and in France the French show a favoritism towards Americans. Many American plays were enjoying an outstanding success in London, England, while in France the tendency was towards the naked truth, not so much emphasis on the truth as long as there was plenty of the naked, which there was.

In Germany, Mr. Arthur stated that the progress and development of Film production was tending towards perfection. "The German sense of detail is almost over-sensitive, but it gives to their efforts that artistic finesse which has distinguished their productions distributed in America; and has given American productions under German directors a flowering of artistry." "I was very much impressed with the perfection of their studio equipment and the seriousness with which they regarded their film Industry."

Asked if Mr. Arthur was glad to get home, he replied, "There's no place like home, but there is one country which is nearly like home to me; and that is Scotland. Another city outside of Toronto in which I might be happy to live and that is "Dear Old London."

Mrs. Arthur accompanied her husband and added her little bit of praise in speaking of the old country, "London, I just love it."

* * *

"LES MISERABLES" A LA BRITISH

Presented to America in Brilliant De-Luxe Presentations After the Precedent of London.

BY A SERIES of de-luxe presentations, patterned after the British trade-showing method, and the first of this type of showing to be introduced into the United States, Universal is now staging huge invitation performances of "Les Miserables," the long-heralded Universal Film de France production made from Victor Hugo's celebrated novel by the Societe Des Cineromans, and acquired by Carl Laemmle for release.

Two such showings have been held recently, the first—the premiere presentation of the film masterpiece on this side of the Atlantic—was staged in the Forrest Theatre, Philadelphia, last week, in connection with the International convention in that city of the Advertising Clubs of the World. The second was held the following night in Poli's Theatre, Washington, D.C., under the auspices of the National Press Club. Similar de-luxe showings soon will be held in New York and Chicago, following which the same presentation method will be repeated in other big American cities.

Things are happening in this Warner Bros. presentation, "Footloose Widows," with May McAvoy and Louise Fazenda.

Before Buying Pictures Read The Digest Advertising Pages.

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Round About the Studios

NILS OLAF CHRISANDER, one of Europe's foremost directors, has been signed to a long-term contract to direct productions at the De-Mille Studio.

Chrisander, who was an actor before entering the directorial field, appeared with Pola Negri in several productions in Berlin and has since held the important position of director-general of the Deutsche-Bioscope, one of the powerful units of UFA. He produced several sensational pictures, among them 'The Death Mask,' "The Vow of Chastity" and "White Roses of Ravensburg."

* * *

MARGUERITE DE LA MOTTE and John Bowers will be co-featured in "Pals in Paradise," the screen version of Peter B. Kyne's story to be made by Metropolitan Pictures.

Miss De La Motte has just completed the leading feminine role in Metropolitan's production of "The Last Frontier," while Bowers recently portrayed the title role in "Laddie," an adaptation of Gene Stratton Porter's celebrated novel.

* * *

"CORPORAL KATE" is Vera Reynolds' next starring picture. It is an original screen story by Zelda Sears, and recounts the adventures of three American girls "over there," and Majel Coleman, Vera Reynolds and Julia Faye comprise the trio.

* * *

"THE WINNING OF BARBARA WORTH" is being made by director King from a scenario prepared by Frances Marion based upon Mr. Harold Bell Wright's book, which sold 2,000,000 copies. Interiors on the picture were made at the DeMille Studio by the Goldwyn company before leaving for three months of exterior shooting at the City of Barbara Worth.

* * *

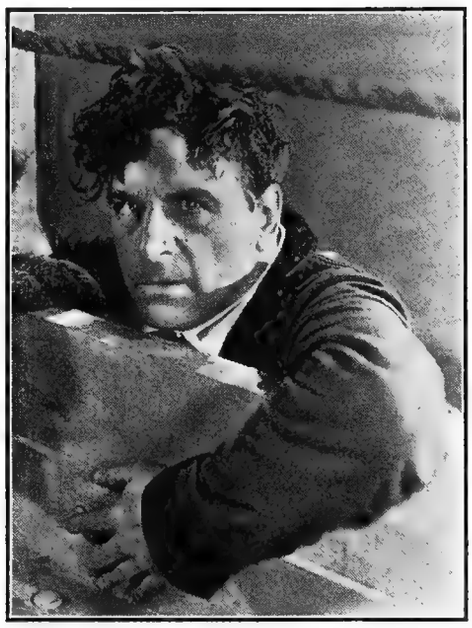
HARRY VON METER was selected as the eighth and last principal member of the cast of "Kid Boots," the Paramount picture starring Eddie Cantor.

Others appearing in support of Cantor are Clara Bow, Lawrence Gray, Billie Dove, Malcolm Waite, Natalie Kingston and William J. Worthington.

Frank Tuttle is directing with E. Lloyd Sheldon supervising.

* * *

DAVID MENDOSA conducts the Capitol Orchestra, New York, being Grand Master of 85 musicians.



Another he-man role for Milton Sills in "Men of Steel."

"WE'RE IN THE NAVY NOW," Paramount's comedy of navy life in which Wallace Beery and Raymond Hatton are to be featured, will not be started until August 9, according to announcment made today by Hector Turnbull, associate producer.

Beatrice Van is writing the screen story of "We're in the Navy Now." Erle Kenton will direct.

* * *

"THE CIRCUS," Charlie Chaplin's latest picture, booked from Coast to Coast in every key city, opens at the Regent Theatre, Toronto, for an extended run—United Artists.

* * *

MAJOR EDWARD BOWES, managing director of the Capitol, who stepped into a big showman's shoes, and found that they were a good fit. The Major, in addition to his directorship of the Capitol, has presented five of Metro-Goldwyn-Mayer's current New York productions enjoying runs, "The Big Parade," "Ben Hur," "The Merry Widow," "Mare Nostrum" and "La Boheme."

* * *

LIONEL BARRYMORE, the sixth in the line of theatrical generations, is to appear in Jules Vernes' "The Mysterious Island." Mr. Barrymore has just signed a contract with Metro-Goldwyn-Mayer.

THE STERN FILM CORPORATION, makers of two-reel Stern Brothers' Comedies for Universal release, report that all comedy production records have been broken in their studios and that more than half of the comedies for next year's release, already have been completed.

* * *

ALYCE MILLS who lately finished the leading role in J. G. Bachmann's forthcoming Preferred Picture, "The Romance of a Million Dollars," returns to Coast. Miss Mills came East some weeks ago to make this production based on Elizabeth Dejean's novel in which she is featured with Glenn Hunter, Gaston Glass, Jane Jennings, Bobby Watson and others.

* * *

GLENN HUNTER has completed the leading role in J. B. Bachmann's Preferred Picture, "The Romance of a Million Dollars." His latest vehicle directed by Tom Terris is said to furnish Hunter an ideal story in which he is featured with such well known screen players as Alyce Mills, Gaston Glass, Jane Jennings and Bobby Watson.

* * *

ROD LA ROCQUE has finished "Gigolo," his current starring feature for De Mille and is preparing to face the cameras for "The Cruise of the Jasper B."

* * *

THOMAS MEIGHAN is appearing in "Tin Gods," a Paramount feature which is being produced now.

Aileen Pringle, Renee Adoree and Hale Hamilton, support Mr. Meighan in "Tin Gods," while Allan Dwan is the director.

* * *

ERIC BLOOM, late leading man with Irene Bordoni, began work recently in the role of Lord Digby in Herbert Brenon's production of "The Great Gatsby," now being filmed at the Paramount Long Island studio.

* * *

RICHARD ROSSON, new Paramount director, has completed his first picture, Gloria Swanson's Paramount starring picture, "Fine Manners." Mr. Rosson, incidently, will find three members of his family engaged in motion picture work on the coast. His brother, Arthur Rosson, is directing Raymond Griffith in the Paramount picture, "You'd Be Surprised." Another brother, Harold Rosson, is head photographer for Marie Prevost in pictures for the Producers' Distributing Corporation, and a sister, Gladys Rosson, is private secretary for Cecil DeMille, head of the same organization.

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Col. Cooper Advises Exhibitors To Avoid Using Copyright Music

Outlines Dates Preceding Restrictions In Which Music Can Be Used

NOW that the proposed amendments to the Copyright Act have been definitely dropped for this year owing to the political changes at Ottawa, the theatre owner finds himself back under the Copyright Act of 1921. How should he act to avoid copyright prosecutions?

This question was put to Col. Cooper of the Musical Amusement Association and he gave the following answer:

"There is no doubt that the Canadian Copyright Act recognises 'performing rights.' I speak as a layman and not as a lawyer. This performing right was not always recognised either in this country, in Great Britain, or by the Berne Convention. Therefore. it is not clear what music is free to be played and what is not free.

"The best we can do is to adopt rules of thumb and follow them.

"I think my first rule if I were an exhibitor would be to refuse to play any British music whatever unless it were likely to have been copyrighted previous to July 1st, 1912. Any music issued in England before that date might be chanced. It is probably not copyrighted in Canada.

"Before that date all British music bore on the title page the reservations of the performing right, if these were reserved. You looked at your title page and you knew whether you could play it in public without a fee, or not. Since July 1st, 1912, such printed notice was not legally necessary and therefore it is not easy to tell whether it is "dangerous"or not. The only safe way is to avoid all British music published since that date.

"My second rule would be to apply the same test to all European music. If it was published since July 1st, 1912, I would avoid it.

"My third rule would be that I would use no United States music published subsequent to January 1st, 1924. On this date a copyright agreement between Canada and the United States came into force and it is probable that the courts would hold that United States music published after January 1st, 1924, is copyrighted in Canada.

"My fourth rule would be to use music issued by Canadian music publishers, whether Canadian, British or American in origin, and for which I could get the written permission of the publisher to perform it in public When the theatre-owner buys his music from a certain Canadian publishing firm and gets a letter from them stating the he may use it in his theatre, then he is fairly safe from litigation.

"Every exhibitor must carefully bear in mind that the Copyright Act of 1921 has never been before the courts so far as performing rights are concerned. There are no decisions. Nobody knows just what music is involved under that Act. The Canadian Performing Right Society, which recently began a suit against one exhibitor regarding two pieces of music, doesn't know what its rights are. It is interesting to note that it is sueing on two pieces of British music published since 1912; these are "Colonel Bogey," first published in 1913 and "By Jingo," first published in 1915. One can conclude from the writ they have issued that they believe that British music published since 1912 is copyright in Canada. This may or may not be correct. Only a court decision can decide.

"In the meantime, exhibitors might be well advised to follow the four rules outlined above."

MILTON SILLS

finds his old sweetheart, Doris Kenyon, on the eve of his marriage—First National's "Men of Steel."

Toronto Theatres

First Runs

HIPPODROME — (Next Week)— Marie Prevost, "Up in Mabel's Room," P. D. C.

TIVOLI—(Next Week) — Anna Q. Nillson, "Miss Nobody," First National.

PANTAGES—(Next Week) — William Russell and Helene Chadwick, "The Still Alarm," Universal.

Neighborhood Theatres

PALACE — "The Rainmaker," All-Star Cast — Paramount.

ST. CLAIR — "Tony Runs Wild," with Tom Mix — Wm. Fox.

YORK — "Let's Get Married," with Richard Dix — Paramount.

COLLEGE — "The Blind Goddess," All Star Cast — Paramount.

BEACH — "The Rainmaker," All Star Cast — Paramount.

CAPITOL—"Chip of the Flying U," with Hoot Gibson — Universal.

ALHAMBRA — "Skinner's Dress Suit," with Reginald Denny—Universal.

PARKDALE—"Sweet Daddies," All Star Cast — First National.

OAKWOOD — "Too Much Money," with Lewis Stone — First National.

BEAVER—"Tramp, Tramp, Tramp" with Harry Langdon — First National.

PRINCE OF WALES—"The Lumberman" with Lefty Flynn—F.B.O.

STANLEY BOOKS COLUMBIA PRODUCT

Columbia Deal Represents Fifty Important Runs.

Lou Berman, of the Philadelphia Exchange of Columbia Pictures, has just closed one of the biggest deals of the new season. He has negotiated a contract with the entire Stanley Circuit for Columbia's schedule of twenty-four pictures for 1926-27. This means that, since the Columbia product has been booked for upward of fifty important runs, the Columbia product will have representation in the territory covered by the Stanley theatres such as few independent Exchanges obtain.

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NEW YORK THEATRES

MARK STRAND — "It's the Old Army Game," with W. G. Fields and Louise Brooks; directed by Edward Sutherland—Famous-Lasky.

RIVOLI — "Silence," with H. B. Warner and Vera Reynolds; adapted from Max Marcin's play of the same name; directed by Rupert Julian—P. D. C.

CAMEO—International Arts Guild's repertoire: "Gypsy Blood," "The Miracle Man," "Cabiria."

RIALTO — "Variety," with Emil Jannings, Lya de Putti and Warwick Ward; directed by E. A. Dupont—Paramount.

ASTOR — "The Big Parade," with John Gilbert and Renee Adoree; adapted from the story by Laurence Stallings; directed by King Vidor. Metro-Goldwyn-Mayer.

CAPITOL — "The Road to Mandalay," with Lon Chaney; adapted from a story by Tod Browning and Herman J. Mankiewicz; directed by Tod Browning — Metro-Goldwyn-Mayer.

COLONY — "The Trap," a revival with Lon Chaney; directed by Robert Thornby — Metro-Goldwyn-Mayer.

CRITERION — "Mare Nostrum," with Alice Terry and Antonio Moreno; adapted from Blasco Ibanez's novel; directed by Rex Ingram — Metro-Goldwyn-Mayer.

EMBASSY—"Ben Hur," with Ramon Navarro and May McAvoy; adapted from General Lew Wallace's drama; directed by Fred Niblo — Metro-Goldwyn-Mayer.

BROADWAY — "The Volga Boatman," with William Boyd and Julia Faye — P. D. C.

WARNER'S — "The Devil Horse," with Rex, the screen horse—Pathe.

LOEW'S LEXINGTON — "Good and Naughty," with Pola Negri, Paramount — "Tramp, Tramp, Tramp," with Harry Langdon — "Lovey Mary," with Bessie Love; Metro-Goldwyn-Mayer — "Say It Again," with Richard Dix, Paramount.

LOEW'S NEW YORK — "The Palm Beach Girl," with Bebe Daniels, Paramount — "Ranson's Folly," with Richard Barthelmess, First National; "The Unfair Sex," with Hope Hampton; "Good and Naughty," with Pola Negri, Paramount.

LOEW'S STATE — "Good and Naughty," with Pola Negri, "Say It Again," with Richard Dix, Paramount.

BROOKLYN STRAND—"The Volga Boatman," with William Boyd, P. D. C.

JACQUELINE LOGAN
finds choosing footwear difficult in "Footloose Widows" — Warner Bros.

OLYMPIA — "Tramp, Tramp, Tramp," with Harry Langdon — First National; "Ranson's Folly," with Richard Barthelmess — First National.

PLAZA — "Silken Shackles," with Irene Rich; "The Rainmaker," with Ernest Torrence, Paramount; "Red Dice," with Rod La Rocque, P. D. C.; "The Wilderness Woman," with Aileen Pringle.

SHERIDAN — "Graustark," with Marion Davies, Metro-Goldwyn-Mayer; "The Barrier," with Lionel Barrymore.

NEW YORK VISITORS

Exhibitors' Daily Review Officers Visit The Digest.

The Digest had two interesting visitors here this week in the persons of Mr. Henry Linet, News Editor of the Exhibitors' Daily Review and Larry S. Harris, General Manager. Both Mr. Linet and Mr. Harris were accompanied by their wives and voted Toronto a fair city to look upon.

The Digest visitors were the guests of Mr. Shea at the Shea's Hippodrome presentation viewing the fine P. D. C. picture which presents H. B. Warner in "Silence."

* * *

M.P.T.O.A. of Canada Meet

Restrictions on Double Bills Arouses the Indignation of Exhibitors.

A rather stormy meeting of the M. P. T. O. A. took place on Monday, July 5th, at the M. P. T. O. A. headquarters, Toronto, when the question of a possible restriction on double bill features was heatedly discussed. The smaller houses appeared to be particularly effected; and voted that any clause inserted in the contract restricting the presentation of double bills would be opposed. The exhibitors complained that this was a direct interference in the conduct of their theatre; and that issues of this kind which effect exhibitor and distributor should be taken up by both sides in a committee meeting before against publicity was broadcasted to the effect that this would soon become a part of a contract which the exhibitors would be forced to sign.

The question is to be further considered at the general meeting Monday, July 12th.

Milton Sills finds it necessary to be steely in First National's picture, "Men of Steel," with Doris Kenyon.

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Gigantic Equipment Merger Closed

Joe Hornstein Becomes Eastern Manager

A GIGANTIC MERGER has taken place with the completion of the contracts for the combination of the leading equipment houses of the United States. H. L. Clarke, head of the Acme and official of the International Projector Corporation with Harry Dutton of The Exhibitors' Supply Co. of Chicago, went to New York to complete these contracts with Joe Hornstein, of the Howells Cine Equipment Co.

Joe Hornstein will be Eastern Manager of the merger, and Harry Dutton, of the Exhibitors Supply Company, of Chicago, will be Western Manager. So far 37 houses are in the merger, and a number of others are negotiating and will soon join the combination.

The following supply houses of the East are in the merger: Independent Movie Supply Company of New York and Howells Cine Equipment Corporation; Exhibitors' Supply of Boston; United Theatre Equipment Corporation, Boston; N. C. Hafelle, Baltimore; Philadelphia Theatre Supply Company, Philadelphia; Washington Theatre Supply Company, Washington, D. C.; Hollis-Smith-Morton, Pittsburgh; Becker Theatre Supply Company, Buffalo; Amusement Supply, Detroit; Theatre Equipment Company, Detroit; Exhibitors' Supply Company, Chicago; and the Southern Theatre Equipment, Atlanta.

The Exhibitors Supply of Chicago, headed by Harry Dutton, has numerous branches in that territory and the Southern Theatre Equipment also has about twenty branches.

"No official name has yet been given to the organisation," says Joe Hornstein, "the intention of the merger is to gain the position of serving the exhibitors in individual towns with the least resistance and giving a more valuable service to chain theatres throughout the country, where they have purchasing offices in key cities or where the home office is in key cities."

Joe Hornstein will attend the annual convention of the Association of Motion Picture Equipment Dealers in Detroit on July 11th.

Charles Coburn, Actor-Producer

The Legitimate Theatre Fighting for Its Very Existence.

Charles Coburn, actor-producer identified with the success of "The Better 'Ole" on Broadway, playing the role of Bill states in the July issue of the Theatre magazine, "It is not the theatre which pollutes the audience, but the audience which pollutes the theatre. Today the first-class heatre, the legitimate theatre of fine tradition, is fighting for its very existence."

Photodrome Leased Ten Years

Mr. R. Hyland has leased the Photodrome Theatre, to Messrs. Applebaum and Ulster, for a period of ten years.

* * *

THE BLACK PIRATE

Opening Regent, Toronto, for a Run.

"THE BLACK PIRATE," with Douglas Fairbanks, opens the Regent Theatre, for the season, July 31st — United Artists.

"The Midnight Sun" Florida

New Capitol Theatre, Miami, Florida, Has Brilliant Opening with Big Universal Feature.

THE NEW CAPITOL THEATRE erected in Miami, Fla., by Universal and the Wolfson-Meyer Theatre Enterprises, threw its doors open for the first time Friday night. The program consisted of Universal's big special, "The Midnight Sun," the first Newlywed comedy, "Snookum's Tooth" and the current Internationl News-reel. The opening was a gala event in Miami, as the new theatre takes its place as the leading first-run house in that Southern Metropolis. Sidney Meyer of the Southern circuit, is the active manager.

The New Capitol forms an important link in the ever-growing circuit of theatres owned or operated by the Universal Chain Theatrical Enterprises, of which Al Fair is general manager under the supervision of Carl Laemmle. The Miami house was started by the Wolfson-Meyer circuit as the key house in their new string of eight strong Florida theatres, located in Miami, West Palm Beach. Hialeah and Fort Lauderdale. Arrangements were completed about a month ago by which Universal acquired a half interest in the New Miami house.

The New Capitol Theatre is located on Miami's main shopping thoroughfare. It is a 1,500 seat house, 900 in the orchestra and 600 in the balcony. It is elaborately equipped both inside and out. Music is supplied by a seven piece orchestra and by a jazz band, which alternate. The house has the largest out-door theatre electric sign in Miami and a marquee which extends along the entire front of the house—100 feet.

The policy of the theatre will be strictly first-run.

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OUTPERFORMING—

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SHOWMANSHIP

HERBERT JENNINGS PUTS IT OVER

Interviewed and written by
RUSSELL J. WALDO.

MR. JENNINGS has adopted the plan of using small space in the local papers once the theatre is moving along preferring to allow the patrons to boost the bill. The money thus saved in advertising is much better spent in securing better acts. The success of this step is the fact that the Palace is accommodating more theatre goers than any other house. It is the largest, coolest house in the city and a marked degree of success has been attained in keeping the house cool.

Ever since he has taken the management of the Palace Theatre over he has kept quietly in the background never pushing ahead for publicity. Quite to the contrary he has kept in the background. This has permitted him to sit in the audience where he could overhear the remarks of the patrons, to loiter in the lobby and about the exits that he might hear the remarks being exchanged regarding the bills of the Palace. This one item has permitted him to fit the bills to the likes of the patrons. In no other way could he have been quite so successfully planning future bills than to know first handed the likes and dislikes of his patrons.

* * *

IN reply to the writer's question, how do your employees manage to work with so little friction among themselves? He promptly responded, "I have always found that first select the employee who is naturally inclined to do the work wholeheartedly, then let them plan and do their own work. This makes them independent upon their own ability and they will do their level best to make their plans come out at they have said they would. The employee who can and will do the work demands that his ability be recognized to the extent that he be allowed to work out his own salvation." This Mr. Jennings has put freely into use, the result being that employees will work among themselves without interfering or calling the manager, producing a better result than would have been had if the manager had been called in to plan their own work. *Next week "Warming Up Audiences."*

Telephone Teaser

Manager Lawrence, of the Belleview Theatre, Niagara Falls, played "The Lost World" day and date with Buffalo and cashed in by putting on a telephone teaser stunt that brought good returns. Phone service is unlimited up there, and girls were engaged who had phones in their homes to call up every residence listed in the phone book. When the party answered they just said: "I'm looking for 'The Lost World'" and hung up as though disconnected. This created a world of comment and it finally was discovered that it had some connection with pictures of Lost World animals that Lawrence was running as a teaser. To cinch it, however, the girls repeated the calls just before the opening and this time said: "I've found the Lost World at the Belleview."

* * *

Puts Over "Irene"

G. M. Pedley, resident manager of the Empress Theatre in Owensboro, Ky., ran "Irene" for three days to great business by using cut-out of Colleen Moore's head from a twenty-four sheet, white way lamp post advertising, 6-foot cut-outs in front of his theatre, and teaser post cards.

These are inexpensive and bring in the business.

* * *

Word Contest

In connection with the presentation of Universal's "Chip of the Flying U," the Rivoli Theatre in Oneida, N. Y., tied up with the Post-Standard on a western word contest.

For the boys and girls who could identify "ranglers," "cache," "pinto" and other words used by cowboys, there were passes to the theatre during the run of the picture.

Sent Latch Key

John F. Royal, manager of B. F. Keith's Palace Theatre in Cleveland, stirred up considerable excitement among the male members of that community last week. As a publicity stunt for the Al Christie feature, "Up in Mabel's Room," starring Marie Prevost, he sent out one thousand real Yale lock keys accompanied by a heavily scented envelope and note paper, the note reading: "This is the key you wanted for Sunday night. (signed) 'Mabel'." These envelopes were mailed to all the members of the stag clubs of the city of Cleveland. Later the Cleveland News cleared up the mystery in a highly entertaining story which told the wives not to be worried—that it was a bang-up picture playing at Keith's Palace.

* * *

Pittsburgh Publicity

Exploitation for "Tramp, Tramp, Tramp" in Pittsburgh was handled by Messrs. Giles and Brager who opened the campaign by posting 30 stands, 100 trees, 200 ones and 500 window cards. There were three Boy Scout nights; 120 Butler stores distributed 20,000 circulars; the twelve May drug stores featured a Langdon sundae and gave over their windows; the Postal Telegraph Company enclosed a herald in each message; the Pittsburgh Press ran eight interviews by H. C. Witwer and many Regal shoe stores used Harry Langdon tie-ups.

Safety Curtain and an interior view of the Famous Plaza Theatre, London, England, which recently opened with the British Feature "Nell Gwyn," featuring Dorothy Gish.

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TOM WALLER RESIGNS

No Longer Editor of Official Bulletin or of M.P.T.O.A. Publicity Dept.

Tom Waller announces his resignation both as editor of the Official Bulletin of the Motion Picture Theatre Owners of America and as director of publicity for that organization. The resignation was tendered R. F. Woodhull, while president, immediately after the Los Angeles convention had pronounced the Bulletin one of the organization's greatest achievements. The Bulletin, which is the national exhibitors' first house organ, was created and developed by Waller under the auspices of National Headquarters. Its official reception caused Waller to postpone for several months his active participation in a theatrical enterprise to which he will now immediately devote all of his time.

Prior to then, Waller was formerly news editor of Moving Picture World with a background of ten years' daily newspaper experience in the metropolitan area.

* * *

James R. Grainger Deal

Tom Saxe Milwaukee Theatre Circuit Signs with Fox Films for Big Feature Pictures.

The powerful Milwaukee circuit of theatres, owned and controlled by Tom Saxe interests, has fallen in line with many other first-run city theatres in signing for the big Fox Films feature pictures.

The deal has just been put through by James R. Grainger, Fox general sales manager, who is now on a country-wide visit to his branch offices. Mr. Saxe, head of the circut bearing his name, is known as one of the shrewdest showmen in the country.

He controlls the luxurious Wiscon, Merrill, Miller and Strand Theatres.

MAY McAVOY
in Warner Bros. "The Passionate Quest," one of the "passionate" ladies of this feature.

First National's Four Features

Over a Million to be Spent in Hollywood in Quartette of Pictures Already Announced by John McCormick.

FOUR of First National's biggest feature productions on the new season's schedule were started in Hollywood recently.

Colleen Moore began "Delicatessen" with Alfred E. Green directing. Jean Hersholt made his appearance on the set the opening day.

"Forever After," which is being made under B. P. Fineman's management, is the second of the quartette. Lloyd Hughes and Mary Astor have the principal roles. F. Harmon Weight is directing. The Metropolitan Studios have been selected in which to make this production.

"Midnight Lovers," which is the new title for "Collusion," was started as well. Lewis Stone and Anna Q Nilsson have the stellar roles in this picture. John Francis Dillon is directing.

In addition to these three pictures, June Mathis' "Sinners in Paradise" will be given its scenario construction. In addition to the above mentioned stories, Harry Langdon is hard at work on his second feature-length comedy, "The Yes Man," with Frank Capra directing.

STALLINGS ENTHUSIASTIC

Author of Big Successes Sees "Old Ironsides" Directed by James Cruze for Paramount.

LAWRENCE STALLINGS has voiced tremendous enthusiasm after seeing a rough assemblage of what has already been filmed of "Old Ironsides," the screen epic of the frigate Constitution, which he wrote and which is being directed by James Cruze.

Stallings, who is the author of "The Big Parade" and co-author of "What Price Glory," left for New York last February, following the completion of the story of "Old Ironsides," and until the other day had seen none of the results of the actual filming on the screen.

In a projection room at the new Paramount West Coast studio, Cruze, in company with B. P. Schulberg, associate producer, put the first ten reels of the "rough cut" on the screen. Although it has not been edited or trimmed, and lacked titles, Stallings' enthusiasm ran high.

Stallings will remain in Hollywood several weeks and is at work with Cruze and Paramount officials on an original screen story of American life to be made on the same epic scale as "Old Ironsides" and "The Covered Wagon."

* * *

Sterling in Hollywood

Ford Sterling, who played the title character in Malcolm St. Clair's cinema version of "The Show-Off" for Paramount, from the stage success by George Kelly, has gone to his home in California. His next comedy, for which the story has not yet been decided upon, probably will be made at the new Lasky studio on the West Coast.

RANDLE AYRTON
as King Charles II. in Famous-Lasky British feature, "Nell Gwyn."

DOROTHY GISH
as "Nell Gwyn," a Famous-Lasky British Release.

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Canada Joins in the Metro-Goldwyn-Mayer Parade of Hits

¶ All records for early booking of a new season's product are being smashed in Canada just now. Never in the history of the industry have so many exhibitors signed so early for the entire output of a producing company as have already signed for the 1926-27 Metro-Goldwyn-Mayer.

¶ Everywhere throughout the Dominion, Metro-Goldwyn-Mayer salesmen are being received with open arms by exhibitors, while our mail is almost flooded with letters from exhibitors wanting to sign up or asking for information regarding M-G-M 1926-27 product.

¶ And this is not to be wondered at. Metro-Goldwyn-Mayer has dared to present new ideas in production, supplanting the worn-out ideas of other producers. M-G-M has not only proven its ability to furnish box office attractions, but to furnish them consistently one after another.

¶ 24 big stars are under exclusive contract with this company, the greatest assemblage of internationally famous directors ever with one company is with M-G-M, and the world's greatest novelists, dramatists and scenarists have written the stories from which these pictures are made.

¶ No wonder Metro-Goldwyn Mayer has progressed from "The Talk of the Industry" to "The Top of the Industry."

Regal Films Limited

Sole Distributors for Canada

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P. D. C.

PRODUCERS' DISTRIBUTING CORPORATION

DE-MILLE METROPOLITAN PICTURES

42 Features for 1926-27

With such Directors as Cecil B. DeMille, Al Christie Wm. C. DeMille, Paul Sloane, Edward Dillon, Wm. K. Howard, Geo. Melford, Ralph Ince, Rupert Julian, Donald Crisp, Alan Hale and Many Others Equally Famous

With such Stars as Marie Prevost, Rod La Rocque, Leatrice Joy, Jetta Goudal, Wm. Boyd, Joseph Schildkraut, Marguerite De La Motte, H. B. Warner, Lillian Rich, Robt. Edeson, Seena Owen, John Bowers, Vera Reynolds, Laska Winter, H. B. Walthal and Many O[illegible].

Scores of First-Run Houses have already signed contracts for them, as have also hundreds of other Exhibitors.

Drop a line to our Nearest Branch Exchange and we will send a Representative who will explain each Picture in detail.

REGAL FILMS LIMITED

Sole Distributors for the Dominion of Canada

Toronto - Montreal - St. John - Winnipeg - Calgary - Vancouver

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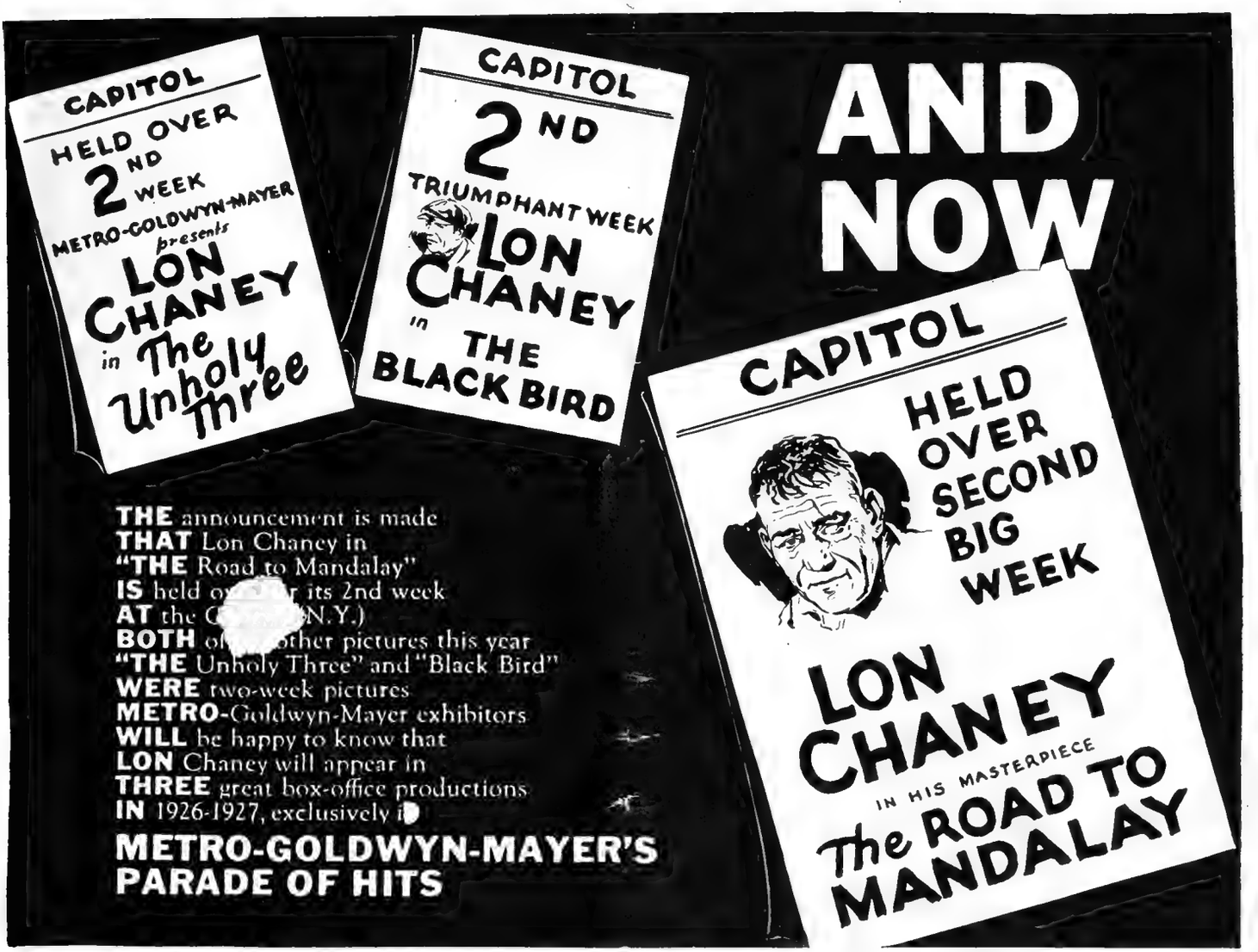
CANADIAN MOVING PICTURE DIGEST

Vol. 18, No. 11. TORONTO 2, CANADA July 17th, 1926



PUBLISHED BY
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METRO-GOLDWYN-MAYER IS SUCCESS!

THERE'S no argument
ABOUT it.
M-G-M'S consistent record
OF big hits
IS making thousands of
EXHIBITORS rich today—
AND richer tomorrow
M-G-M has the stars.
M-G-M has the studio.
M-G-M is success.
CELEBRATE Financial
INDEPENDENCE Day
WITH the Parade that's
HEADED for the bank

and "More Stars Than There Are in Heaven"

METRO-GOLDWYN-MAYER'S PARADE OF HITS

LA BOHEME Lillian Gish, John Gilbert. King Vidor. 4 Months at $2, Embassy, N. Y.

MARE NOSTRUM Rex Ingram. Alice Terry, Antonio Moreno. By Ibanez.

THE MAGICIAN Rex Ingram. By Somerset Maugham.

TWELVE MILES OUT John Gilbert. William Anthony McGuire's Broadway melodrama.

ORDEAL Lon Chaney, star. Dale Collins' novel. There will be two more **Lon Chaney** productions.

ROMANCE Ramon Novarro. Joseph Conrad's classic. There will be another **Ramon Novarro** picture.

FAUST UFA special. Emil Jannings. Director, F. W. Murnau. Produced at fabulous expense.

THE WANING SEX Norma Shearer. Robert Z. Leonard, director. Fred and Fanny Hatton, authors. Lew Cody, Renee Adoree, Sally O'Neil.

FREE SOULS Norma Shearer. Director, John M. Stahl. Adela Rogers St. John, author. Widely serialized.

NORMA SHEARER production. Monta Bell, director. By Walter De Leon. Title later.

POLLY OF THE CIRCUS Norma Shearer. Tod Browning, director. Margaret Mayo's drama.

ALTARS OF DESIRE Mae Murray. Director, Christy Cabanne. Conway Tearle. Maria Thompson Davies' story running in American Weekly (8,000,000 circulation).

MAE MURRAY production. By Benjamin Glazer. Title later.

SHOW BUSINESS Mae Murray. By Thyra Samter Winslow. There will be another **Mae Murray** picture.

THE RED MILL Marion Davies. International musical comedy success. Cosmopolitan production.

POLLY PREFERRED Marion Davies. Guy Bolton's stage hit. Cosmopolitan production.

MARY OF VASSAR Marion Davies. Cosmopolitan production.

THE FLAMING FOREST James Oliver Curwood. Serialized. Renee Adoree in star cast. Reginald Barker, director. Cosmopolitan production.

THE UNDERSTANDING HEART By Peter B. Kyne. Running Cosmopolitan Magazine. All-star Cosmopolitan production.

CAPTAIN SALVATION Frederick William Wallace. Serialized. A Cosmopolitan production.

THE WALTZ DREAM Another and merrier "Merry Widow." A big UFA special. Oscar Strauss musical score.

BATTLING BUTLER Buster Keaton's most important comedy. Directed by himself. Sally O'Neil and strong cast.

A LITTLE JOURNEY Rachel Crothers' stage hit. Harry Millard, director.

THE BOY FRIEND Marceline Day, John Harron, etc. Monta Bell, director. From John Alexander Kirkpatrick's play.

BLARNEY Renee Adoree, Ralph Graves, Paulette Duval. By Donn Byrne. Marcel De Sano, director.

THERE YOU ARE Conrad Nagel, Edith Roberts, George Fawcett. Edward Sedgwick, director. F. Hugh Herbert author.

I CAN DO IT Max Marcin, famous Broadway playwright.

HEAVEN ON EARTH Renee Adoree, Conrad Nagel. Director, Phil Rosen. By Harvey Gates.

WOMEN LOVE DIAMONDS Director, Monta Bell. By Carey Wilson.

'FRISCO SAL Edmund Goulding's drama of San Francisco's Barbary Coast.

SHADOW LANE Written and directed by Edmund Goulding.

TIN HATS Owen Moore, Claire Windsor, Bert Roach. Edward Sedgwick, author and director.

THE GAY DECEIVER John M. Stahl, director. Lew Cody, Carmel Myers, Roy D'Arcy, Dorothy Phillips, Marceline Day.

LOVE'S BLINDNESS Elinor Glyn special. John Francis Dillon, director. Pauline Starke, Antonio Moreno, Lilyan Tashman, Sam de Grasse.

THE CALLAHANS AND THE MURPHYS Kathleen Norris' classic in Irish-American.

THE TAXI DANCER Robert Perry Shannon's story of a small town girl's adventures in New York. Nationally serialized.

THE NIGHT SCHOOL A new idea typical of M-G-M daring. Watch for details!

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What Picture in Spite of Summer Slump Broke Box Office Records

at the

Capitol	-	Montreal
Capitol	-	Winnipeg
Capitol	-	Calgary
Capitol	-	Edmonton
Capitol	-	Vancouver
Capitol	-	Hamilton
Hippodrome	-	Toronto
Regent	-	Ottawa

?

THE VOLGA BOATMAN

Cecil B. DeMille's Latest and Greatest

THIS IS THE KEYHOLE through which is seen all the trouble that is caused

UP IN MABEL'S ROOM

STARRING

MARIE PREVOST

A piquant comedy that is a scream from first peek to last. A merry film that tells the tale of how a filmy chemise makes life che-miserable for a man who got no peace until he got the black chemise back!

AN AL CHRISTIE LAUGH SPECIAL

Released by Producers Distributing Corp

PLAYING

Hippodrome, Toronto - This Week
Capitol, Montreal - Next Week
Capitol, Winnipeg - Week After

Released by

PRODUCERS DISTRIBUTING CORP.

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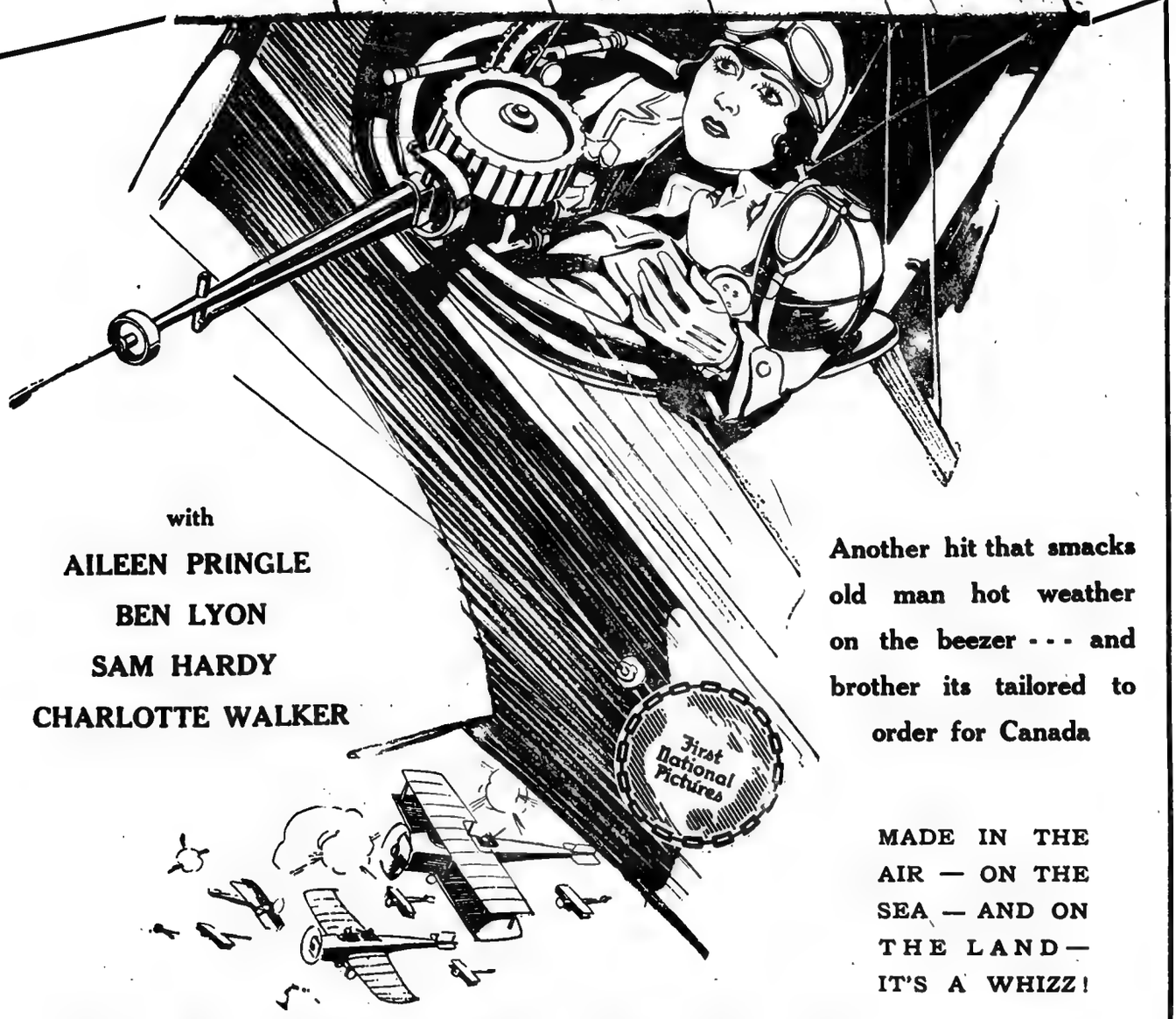
ROBERT KANE *presents*

A War Drama of England---Built by a Master Showman to Pack Canadian Theatres

THE GREAT DECEPTION



with

AILEEN PRINGLE

BEN LYON

SAM HARDY

CHARLOTTE WALKER

Another hit that smacks old man hot weather on the beezer - - - and brother its tailored to order for Canada

MADE IN THE AIR — ON THE SEA — AND ON THE LAND— IT'S A WHIZZ!

CHALK UP ANOTHER CIRCUIT CLOUT FOR FIRST NATIONAL!

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A Well-Known Editor Has His Say - - -

ROWLAND PICKS A WINNER

We have just seen Ken Maynard in his initial First National picture and we are of a mind to say in all truth that he is the greatest box-office discovery in ten years. His experience in less important pictures will serve as a modest introduction. His work in Senor Dare Devil will demonstrate several other things.

Number one is that he can ride a horse and ride it better than any man, woman or child we ever saw.

Number two is that he is handsome and manly and possessed of a definite modesty and charm combined with a fine assurance that stamp him for popular favor.

Number three is that the production which serves as his first big chance, shows what can be done by giving a good man a real background.

It is our absolute opinion that Ken Maynard is due to become one of the screen's greatest stars and First National is evidently heading back to productions of the type that R. A. Rowland used to make . . . . . famous and which will, in short order, make . . . . . jealous.

ARTHUR JAMES.

FIRST NATIONAL PICTURES

MR. JAMES IS EDITOR OF "MOTION PICTURES TO-DAY" AND THE ABOVE SPECIAL ARTICLE APPEARED IN THE ISSUE OF JULY 3rd.

KEN MAYNARD in SENOR DARE DEVIL

FOR NEW STAR WEEK AUGUST 1st

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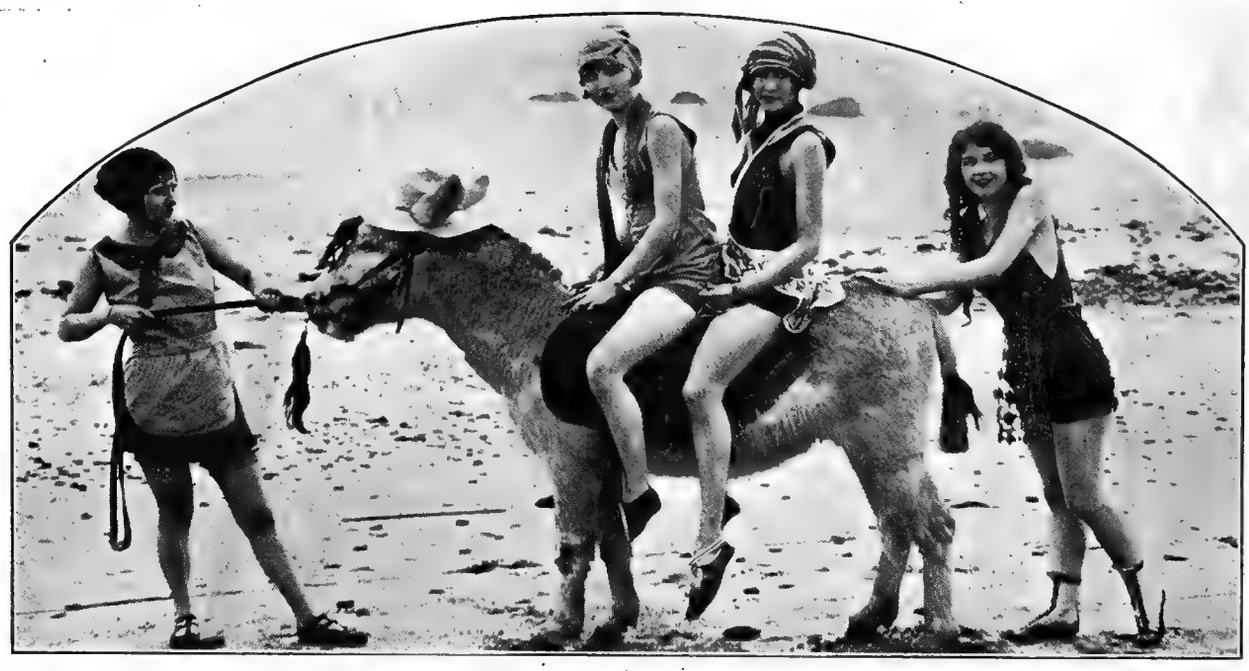

THE EXQUISITE SINNER

Josef von Sternberg offers his second contribution to the silent drama with "The Exquisite Sinner," the screen version of Alden Brooks famous novel "Escape." Mr. Von Sternberg created a sensation with his initial screen venture "The Salvation Hunters," which won praise from Charlie Chaplin, Douglas Fairbanks and many others. Renee Adoree and Conrad Nagel have the leading roles in this Metro-Goldwyn-Mayer production.

Before Buying Pictures Read The Digest Advertising Pages.

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Canadian Moving Picture DIGEST

Published by Canadian Moving Picture Digest Company, Limited
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RAY LEWIS
Editor and Managing Director
GEORGE C. WILLIAMS
President

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Ray Presents

DO YOU enjoy receiving presents? If someone offered you a car, or a gold bond, a paid life insurance, a house and lot, a radio, would you feel happy? We are not dealing in any of these commodities; what we have to sell to our advertisers and subscribers is space, plus the written word, which requires space, therefore we make you the gift of a column of our space to give us your opinion on those things which are of interest to you as an exhibitor or you as a producer.

The question of Double Bill Features; what do you think about them? What are the advantages, what the disadvantages; you do the talking and we will publish what you have to say, with your name, or without your name, just as you desire.

* * *

Experience is considered Life's best informer; and therefore, the exhibitor running Double Bill Features, the exchange selling them, must know the benefits thereof.

For instance we hear that the little theatre and the smaller exchanges could not stay in business if it were not for Double Bills.

The smaller theatre claims it gets an opportunity to make a living by playing two of the features the first runs have utilized in its zone. The smaller exchange claims that it can only secure the kind of product which has its place in a Double Feature house. What is the answer?

You who are the smaller exhibitor and exchange, present your views. The principle back of the opposition to Double Bill Features is constructive and of a nature which looks to the future.

Abraham Lincoln was accused of ruining the South when he freed the slaves. Was his principle right?

(Continued on Page 12)

Foreign Artists

INTERNATIONAL PICTURES is now the cry of Motion Picture America, which appears to have "a nose for the artistic," and a knowledge of how to bring Art out of its garret and stage it in a Louis XV. Drawing Room, inspired by Madame Pompadour.

Directors, players, technicians, literati, artists, books, plays, the realm of song, the dance, all gracefully are fitted into the Art of making better Motion Pictures, pictures which will appeal to all nations and which will not be representative of one particular nation.

Some may contend there is diplomacy, politics, here, but let us suppose there is. All business enterprises must be diplomatic, must cater to the wishes of those countries with whom they desire to establish a business relationship.

Aside from this angle, perhaps Motion Pictures in America has plucked the flower, the fruitage of what it can supply in home product, it now needs new blood for inspiration, a new temperament, which appreciates the dollar, but feels still the glow of expressing one's ego, the individuality which distinguishes you from me and me from you.

An individuality which is beautiful of face and form, magnetic, a born mimic, a dancer, an artist. Such an individual gives to the organization to which he, or she becomes attached the radium of expression. Art for Art's sake, not for the bait of dollars; and out of proportion to the Art or service given.

Art untainted by the calculating commercialism of "How much more can I get?" There is too much of this "How much?" in American Motion Picture Art; the introduction of the foreign bohemian artistic temperament will do the American Motion Picture Art much good. America will learn that an artist is not the type that flaunts its oranges and purples promiscuously in Greenwich Village; the European artist is a bohemian because Art is his, or her consort. There are too many so-called artists in America too interested in ropes of pearls and diamond tiaras to express Art. Welcome Europe.

Ray Lewis

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Ray Presents

(Continued from Page 11)

IF THERE IS ANY other question upon which you believe there should be some comment and interest aroused so that there may be an united remedy to alleviate an undesirable condition such as Amusement Tax, Daylight Saving, Exhibition of Pictures in non-theatrical halls, etc., let us talk about these questions and find out how we can best help each other.

Do not forget that concerted action modified the Ladner Music Copyright Bill and that it has been held over until the next session. There is only one way to emphasize your demands and rights. Organized Action.

* * *

IN A RECENT INTERVIEW with Colin M'Pherson, manager and owner of the Arcadia Picture House, Bridgeton, Glascow, and James McBride of the Louvre Theatre, Parkhead Cross, Glasgow, I find that the sum total of the British picture situation as expressed by these gentlemen is to the effect that British exhibitors would gladly book English-made pictures if they measured up to the standard required by picture house patronage; and if the British producers could supply a sufficient number of pictures to guarantee part of the British supply necessary. The situation is the same in Canada—no good British pictures fail to get play dates.

"We find," states Mr. McBride, "that the exhibitor is very much the same all over the world, it is difficult to educate him into seeing the essentials which are protective not only for the present needs but for his future welfare. We find that picture patrons are the same the world over, they have been educated to the best; and patriotism in relationship to entertainment does not travel along the same groove. The public will not purchase cheaper quality even though their inclination lies in the direction of helping home trade."

Mr. M'Pherson spoke enthusiastically about our theatres, saying that he was surprised at their size and their aim at architectural beauty. Toronto and Montreal were the only cities in Canada visited by these gentlemen, who intend making a longer sojourn in Hollywood.

* * *

Great concern is expressed throughout the Industry at the sudden illness of Carl Laemmle, president of Universal. Mr. Laemmle failed to rally after an operation for appendicitis, but the reaction of the blood transfusion appeared to inspire his physicians with a hope for Mr. Laemmle's recovery. Our earnest prayers are for the recovery of this very dear little man.

Charming Lois Wilson who plays the lead with Richard Dix in Paramount's "Let's Get Married."

Abolition of Block Booking

British and Irish Exhibitors Vote Against Present Method of Booking.

The British and Irish exhibitors by a vote of 1,704 to 198 voted against the system of "block booking" as it existed in Great Britain. Mr. N. Blake, president of the Association, stated that the exhibitors were determined to eliminate "block booking" and that if they were not successful in the matter the government would lend its assistance.

* * *

Music Score For Don Juan

Presentation Includes Numbers by Metropolitan Opera Stars.

The music score for "Don Juan" was prepared by Dr. William Axt and played for Vitaphone by Henry Hadley and the New York Philharmonic Symphony Orchestra of over one hundred pieces. Presentations by Giovanni Martinelli, Marion Talley, Anna Case, Efrem Zimbalist, Mischa Elman, Harold Bauer and others of the Metropolitan Opera Company, will be featured with the Vitaphone program.

* * *

FIRE PANIC PREVENTED

Film Operator Warns Audience to Make Exit Quietly.

When the film in the magazine of one of the projectors in the Bijou Theatre, Saskatoon, Sask., caught fire one evening recently during a performance, P. E. Park, operator in charge, called out a warning to the audience present to leave without crowding their way to the exits. There was no panic, and the fire only damaged the reel of film.

Two New Theatres Erected in Winnipeg

Nathan Rothstein, Lessee Arlington, Winnipeg, is the Builder.

TWO new picture theatres are being erected in Greater Winnipeg, one on Sargent Avenue, and one on Marion Street, Norwood suburb, at a cost of $75,000 each.

Nathan Rothstein, lessee of the Arlington Theatre, Winnipeg, and owner of theatres in Assiniboia and Mossbank, Sask., is the builder, and contracts have been let and work already started.

The construction will be of structural steel, with concrete walls and basement, air cushion seats, oil burning furnaces and ventilation system to allow for the changing of air every four minutes will be placed in the theatres. Most modern projecting machines have been bought from the Perkins Company.

Mr. Rothstein has been very successful in business, in his theatres, in general stores and in woolen mills, and is at the head of a syndicate which is ready to add a number of other suburban theatres to his proposed chain in Winnipeg, demonstrating his faith in the future of Greater Winnipeg as a theatre centre.

* * *

The Return of Ben Grimm

Ben Grimm, who left Associated Exhibitors a few weeks ago to take up advertising and publicity for Columbia Pictures, recently went back to his former work for Associated. Ben says he is so sold on the Associated programme that he wants to be with it again.

LOUISE FAZENDA

as pretty as the prettiest in Warner Bros. "The Passionate Quest."

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Up and Down Main Street

New All-Canadian Picture

"Spirit of the Wilderness." Trans-Canada Pictures Production Directed by W. Chaudet.

Arrangements have been completed for the filming of the new all-Canadian production, "The Spirit of the Wilderness," by Sargeson V. Halstead in the Lake of the Woods district, east of Winnipeg, this month, Louis W. Chaudet, Hollywood director, will have charge of the production. The story has for its locale the Lake of the Woods, Winnipeg and Kenora. Mr. Halstead spent the greater part of his life at these places. The picture will be produced by the Trans-Canada Productions Limited and its setting will be largely the beautiful Lake of the Woods in its summer glory.

* * *

Leila Auger to Direct Paramount Dramatic School

Leila Auger, the talented wife of H. M. Thomas, Western Divisional Manager of the Famous Players Canadian Corporation, Winnipeg, has left Winnipeg for New York City where she will take a post-graduate course in dramatic art at the American Academy of Dramatic Arts. This step is to prepare Mrs. Thomas for the position of instructress in the school to be opened in Winnipeg in the autumn where presentation acts will be arranged and trained for the Western circuit of the corporation. Mrs. Thomas is a Toronto girl and is well fitted for the work, having had years of training in dramatic and operatic vocalization and has pleased thousands in Winnipeg by her vocal work. She will be absent two months.

* * *

Ukrainian Choir Winnipeg

Provides "Volga Boatman" with Prologue at Capitol.

For the presentation of "The Volga Boatman," at the Capitol Theatre, Winnipeg, H. M. Thomas secured the services of the noted Ukrainian choir of Winnipeg for stage work, and dressed in their native costumes and with the assistance of their experience on the soil of Russia, they made a remarkable feature to the picture.

* * *

George F. Law Appointed Western Sales Manager

George F. Law has been appointed Western Sales Manager for the Universal Film Company, after being Branch Manager in Winnipeg for several years. H. Swartz succeeds Mr. Law in the Winnipeg position. He has been nine years with Universal in the West.

WHO WON THE WAR?

Broadway Play by Kirk Mechem, Editor, Kansas Legionnaire.

In answer to "What Price Glory" comes a play from the pen of Kirk Mechem, Kansas Legionnaire editor, and a world war veteran. The author takes exceptions to the Anderson-Stalling conception of war and in his play will perhaps show us a glorifcation of man's inhumanity to man, War.

* * *

Sues May McAvoy

LOS ANGELES. — Waldorf Pictures Corporation is suing May McAvoy for $110,000, alleging that the actress had contracted with them to do a picture called "Sweet Rosie O'Grady," but continually refused to start work on the production.

* * *

GEORGE MELFORD

Ablest of Directors Presents "Flame of the Yukon" As His Handiwork.

George Melford, one of the ablest directors in the Motion Picture Industry, directed "The Flame of the Yukon." He has many notable directorial efforts to his credit, his recent successes including "Without Mercy," "Simon the Jester," "Rocking Moon," and others. Exhibitors who have shown these pictures, will be amply assured that "The Flame of the Yukon" ranks among Mr. Melford's finest productions.

Shakespeare on the Films

"London Opinion" published in the Ottawa Citizen, Ottawa, Ont.

When Shakespeare's filmed, his plays will get
Renamed in "movie" fashion,
And Romeo and Juliet
Will be The Pangs of Passion!
The studios are all controlled
With slickness and with slyness,
So therefore Hamlet pray behold
Transformed—His Haunted Highness!
No "high-brown stuff" for Maude or Tess
Or Betty, Trix or Sadie!
Thuswise Othello will, I guess,
Be called Why Kill the Lady?

* * *

The Films on Shakespeare

(A reply to "Shakespeare on the Films.")

When Othello, that dark-skinned Moor
Is adapted to the screen,
The oft-repeated words of "whore"
Will not be considered "clean."
And should Hamlet selected be,
The scene of Hamlet's pain
At his Queen-Mother's "sexy" taste,
No title will explain.
No "mistresses" for Mack or Jim,
Nor "faithless husbands" for Sadie,
If Shakespeare comes upon the screen
He will have to be "A Lady."

—Ray Lewis.

Charles II. and Nell Gwyn cement their friendship, "'Ere's to you, Charles," says Nell and His Majesty replies, "Here's looking at you, Nell." Scene from Famous-Lasky-British feature "Nell Gwyn"

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Motion Pictures to Introduce A New Star Week in August

First National Starts Off With Ken Maynard in "Senor Dare Devil"

NEW STAR WEEK will be inaugurated in motion picture theatres throughout the country beginning on August 1st next.

And First National Pictures will be the inaugurator, introducing to the public for the first time in a stellar feature attraction an actor whom it believes is destined to become one of the great personalities of the screen.

This actor, who, like Harry Langdon, has suddenly jumped into prominence, is Ken Maynard, and his opening vehicle, about which there is so much enthusiastic shouting is "Senor Dare Devil."

That First National should launch a New Star Week, with the promise of giving the screen new faces, seems appropriate, for while that company has many noteworthy achievements to its credit, its outstanding accomplishment to date is the record it has already established in the making of stars.

Colleen Moore is a brilliant example of one who was groomed for highly successful stardom. Of course, Miss Moore was gifted with extraordinary talents and would perhaps have risen to the heights anyway, but, with the First National organization behind her, her ascension up the ladder of fame was certainly accelerated.

Milton Sills was practically unknown as a star when he joined First National, and today he is one of the most popular stars.

Corinne Griffith's popularity has increased a thousandfold since she enlisted under the banner of that company.

First National launched Richard Barthelmess as a star — and the rest is history.

Then Johnny Hines broke into "big company" and his pictures are now playing to great success everywhere.

Next came Harry Langdon. The far-sighted vision which has characterized the First National production policies set down by Richard Rowland, general manager, was vindicated again. Langdon graduated over night in "Tramp, Tramp, Tramp" from two-reelers into a national favorite.

He was "put over" with one picture—a rare occurence in the film business.

And now First National is launching Ken Maynard and expects to duplicate its sensational achievement with Langdon.

"We believe "Senor Dare Devil" will go far toward establishing Ken Maynard among the foremost favorites of the screen," said Mr. Rowland. "And his productions are truly dramatic productions, not just 'westerns' in the ordinary sense. Also, he is a fine, spirited actor as well as one of the greatest horsemen the screen has ever acquired."

In "Senor Dare Devil," in which the star portrays a unique Irish-Spanish type, a powerful story of the Nevada goldfields in marvelous scenic backgrounds and with a cast numbering hundreds. It has been produced on a lavish scale, and is hailed by First National as the greatest subject of its kind ever brought to the screen.

Toronto Theatres

WEEK JULY 12

HIPPODROME—Marie Prevost, -- "Up in Mabel's Room"—P. D. C.

TIVOLI—Anna Q. Nilsson, "Miss Nobody"—First National.

PANTAGES—Wm, Russell. Helene Chadwick, "The Still Alarm" — Universal.

LOEW'S — "The Shamrock Handicap," with Leslie Fenton and Janet Gaynor—Fox.

Neighborhood Theatres

CHRISTIE — "Kiki," Norma Talmadge—First National.

PALACE—"Beverly of Graustark," Marion Davies—First National.

DANFORTH "The Untamed Lady," Paramount; "Sea Horses," Paramount.

ST. CLAIR — "Dancing Mothers," All Star Cast—United Artists.

YORK—"Bachelor Brides," Rod La Rocque—Regal.

COLLEGE — "The Bat," All Star Cast—United Artists.

BEACH — "The Untamed Lady," Gloria Swanson—Paramount.

CAPITOL — "Ella Cinders," Colleen Moore—First National.

ALHAMBRA — "The Wilderness Woman," Aileen Pringle — First National.

PARKDALE—"The Untamed Lady" Gloria Swanson—Paramount.

OAKWOOD—"Monte Carlo," All Star Cast—Regal.

BEAVER — "Mlle. Modiste" and "The Wilderness Woman" — both First National.

MADISON — "The Better Man," Richard Talmadge—F. B. O.

PARK—"Siberia," Alma Rubens and Edmund Lowe—Fox.

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OUTPERFORMING—

Because the De Luxe Reflecting Arc and Mazda Equipments attain the maximum of light with sharpness of definition and evenness of field, ease and simplicity of operation at surprisingly low upkeep cost.

OUTSELLING—

The Motiograph De Luxe is outselling the country over, winning and holding the good will of all who buy it.

There is a Reason! Should you not Investigate?

The Coleman Electric Company

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Round About the Studios

ARLETTE MARCHAL, famous French beauty, now under contract as a featured player with Paramount, is playing the role of "Ina Blaine" in the Zane Grey story, "Forlorn River," now in production under the direction of John Waters.

In "Born to the West" the work of Miss Marchal received so many encomiums that B. P. Schulberg, associate producer, personally cast Miss Marchal for her current role.

Jack Holt plays the leading male role, with Raymond Hatton and Edmund Burns in featured parts.

* * *

HENRY KING, who directed the eminently successful "Stella Dallas," in which Ronald Colman appeared, is directing "The Winning of Barbara Worth" for United Artists. Colman plays the male lead, the part of Willard Holmes, young Eastern engineer, who comes to the desert to work for James Greenfield, his stepfather, on an immense irrigation project.

* * *

VILMA BANKY, the Hungarian beauty who played opposite Ronald Colman in "The Dark Angel" and was leading lady for Rudolph Valentino in "The Eagle" and the recently completed "Son of the Sheik," will play opposite Colman as Barbara Worth, daughter of Jefferson Worth, in "The Winning of Barbara Worth" for United Artists.

* * *

RAOUL WALSH has been definitely assigned to direct Fox Films version of "The Monkey Talks" based on the stage play by Rene Franchois. This is to be his next work following the completion of "What Price Glory."

* * *

BESSIE LOVE

As a Twelve Year Old In Metro's "Lovey Mary."

Bessie Love has been a favorite in pictures for almost ten years, but she plays the role of a twelve-year-old girl in "Lovey Mary," the Metro-Goldwyn-Mayer picture directed by King Baggot. In the picture she never gets older than 14 at any time, which is not such a bad histrionic achievement. One thing that aids her performance is her slight form. She is only five feet tall and weighs just 100 pounds. William Haines is her leading man in the picture and the cast includes Mary Alden, Vivia Ogden, Sunshine Hart, Russell Simpson and Martha Mattox.

HAL ROACH, the world famous comedy producer, seems to have struck a popular chord when he signed up a big bunch of feature picture stars to appear in two-reel comedies. With such names as Theda Bara, Lionel Barrymore, Mildred Harris, Stuart Holmes, Virginia Pearson, Eileen Percy, Gertrude Astor, Claude Dillingwater, Mildred June and Geo. Seigman under his banner.

* * *

"THE CRUISE OF THE JASPER B." is one of the most amusing stories from the pen of Don Marquis and deals with the adventures of a young man who would out-do Captain Kidd. It promises to be one of the outstanding comedy-dramas on the new Producers Distributing Corporation program.

* * *

JACK HOXIE'S HORSE, SCOUT, magnetized the interest of the Indians appearing in the Metropolitan production of "The Last Frontier" during its filming on the reservation in Arizona.

* * *

JACQUES LERNER, said to be the foremost animal impersonator, is to appear in the title role of "The Monkey Talks." This will mark his screen debut, although he has appeared in the title role on the stage in London and Paris.

WILLIAM COWAN, who has until recently been associated with the Russian director, Dimitri Buchowotski, has been secured by Cecil B. De Mille as his assistant for "The King of Kings," the story of Christ soon to be filmed under De Mille's personal direction.

Cowan, who has travelled all over the world, speaks eight languages and was a captain of cavalry in the British Army. His experience in pictures has been unusually varied and thorough.

* * *

FRANK URSON, who has been De Mille's assistant on all of his recent pictures, including "The Ten Commandments" and "The Volga Boatman," is now a full-fledged director at the De Mille Studio, his newest directorial effort being "Her Man O' War," in which Jetta Goudal makes her debut as a star.

* * *

NORMAN TREVOR will appear as "Major Beaujolais" in the screen production of "Beau Geste."

* * *

DOROTHY MACKAILL plays "Mary Cahill" in First National's "Ranson's Folly," starring Richard Barthelmess.

A charming ballet scene from Warner Bros. spectacular production, "The Passionate Quest."

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SHOWMANSHIP

HERBERT JENNINGS PUTS IT OVER

Interviewed and written by
RUSSELL J. WALDO.

AT THE TIME the B. F. Keith interests opened the Palace, artists everywhere and in unison claimed that the audiences in Indianapolis were the coldest audiences to work up to that they could find. The applause which is so necessary for the success of the artists was lacking. Mr. Jennings has personally explained this to the audiences during the programmes, the result being that the audiences have responded to the deserving acts which in turn has brought more enthusiasm upon the part of the artists. This has been the cause of better productions upon the Palace programmes and the patrons enjoying the bills more have come back every week. The result is noticeably felt among the artists. They see the response of the audience to the act before them and take a keener interest in their own production.

The writer has observed this from front and back of the house and has discussed the situation with the artists and in every case it has been found that this happy response upon the part of the audience has proved a wonderful stimulant to the artists.

* * *

MR. JENNINGS set about to create new business rather than to take away from his competitors business which they already had. This could be accomplished only through creating a new type of a programme which would draw out a type of patrons which formerly stayed at home. Mr. Jennings has clearly pointed out to the writer that a theatre manager had enough to do to take care of his own patrons to think of pulling patrons away from his competitor. He believed the best method to be that of reaching out for new business rather than the other fellow's business.

* * *

"Bluebeard" Tie Ups

Nashville.—Chandler's Boot Shop, the John Weise Cutlery Store and Burke and Company gave over their windows for displays in connection with the showing of "Bluebeard's Seven Wives" at the Capitol Theatre, and a twenty-four sheet poster was used on the marquee.

Cut-outs were effectively used to exploit "We Moderns" at Loew's Vendome.

"The Cohens and Kellys"

John J. Scanlon, who handles exploitation for the Alhambra Theatre, in Torrington, Conn., worked out a clever shawod-box for "The Cohens and Kellys" when this Universal-Jewel played his house. Heads of Cohen and Kelly, cut from the 1-sheet, peered out of two windows in a brick tenement house. The heads were connected to a motor geared very slow with each head wagging in a different direction. The moving heads caught the eyes of many passersby.

Over the entrance to the house was a huge banner announcing: "Big Sale! Real bargains in laughs and giggles. Only one seat to each customer, but there's 1,000 laughs with each seat."

A tailor's dummy wearing a dress suit and a high hat carried out the sale idea in an attached card which read: "Watch for our Special Bargain Sale Here Soon — Cohens and Kellys."

A good display of lobby cards and a cut-out from the 3-sheet completed the front.

* * *

Metro-Goldwyn-Mayer Slogan

The Latest Reads "The Top of The Industry."

When it comes to slogans Metro-Goldwyn-Mayer must be handed first prize. Last year they used "The Talk of the Industry." When their pictures during the present season proved such big winners they revised this slogan and now it reads "The Top of the Industry." This slogan, together with "More Stars Than There Are In Heaven," formerly used denote that someone in the M. G. M. organization is alive to salesmanship slogans.

Club Tie-Up

Bob Hutchinson, manager of the Liberty Theatre in Oklahoma City, Okla., took advantage of a safety drive that the Kiwanis Club was holding and tied it up with "Outside the Law."

He used the identical slogans that they were using in their drive such as "Watch the Parked Car" and added—"One Crash and You're 'Outside the Law'."

He got permission from the chief of police to use a bucking Ford as a demonstration of disobeying traffic laws, and it carried the sign—"This Driver is 'Outside the Law'."

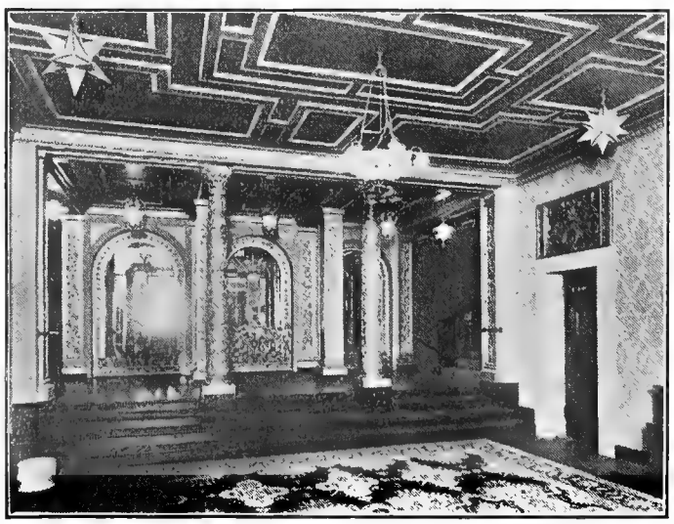
As a final stunt he got permission to place wrecked automobiles on several thoroughfares leading to the town and on each was a banner calling attention to the picture.

* * *

Windshield Stickers

"I'll Show You the Town," one of Reginald Denny's Universal Jewels, offers many opportunities for tie-ups with local Chambers of Commerce. In Austin, Texas, where it was playing at the Majestic Theatre, Manager Edward Roberts planted a large map of the city in the window of the Chamber of Commerce. Points of interest in the city were marked off on this map and stills and a title card hooked it up with the picture.

They also were able to dispose of many windshield stickers reading: "Hop in—I'll Show You the Town." Great stunt!



Entrance Lounge of the famous Plaza Theatre, London, England, one of the "show places" now of London.

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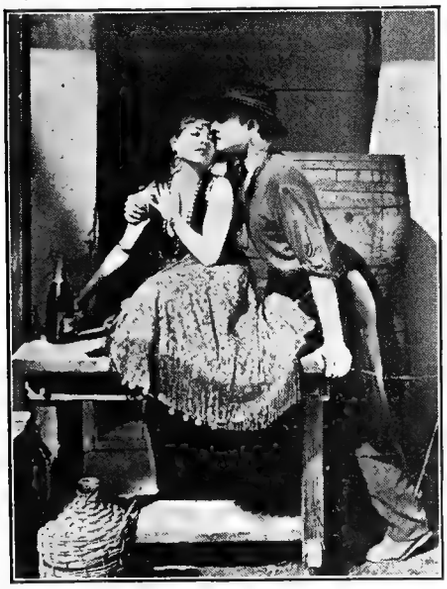
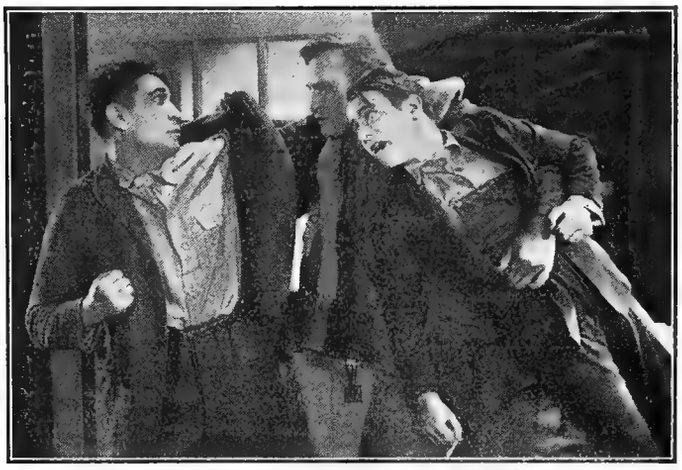
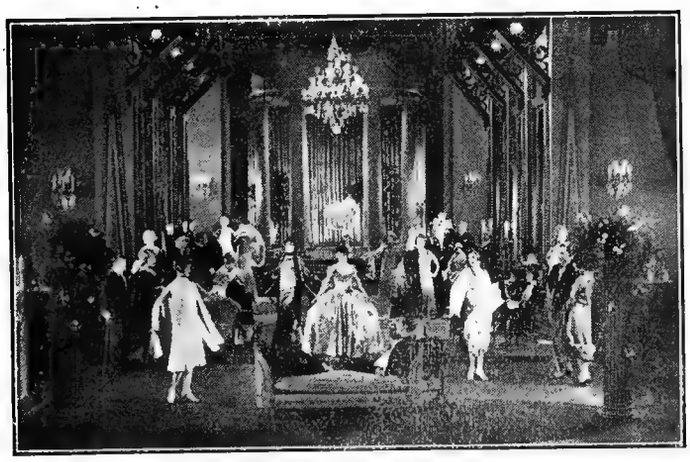


To the left of this page Conrad Nagel adoring Renee Adoree in Metro - Goldwyn - Mayer's 'The Exquisite Sinner.



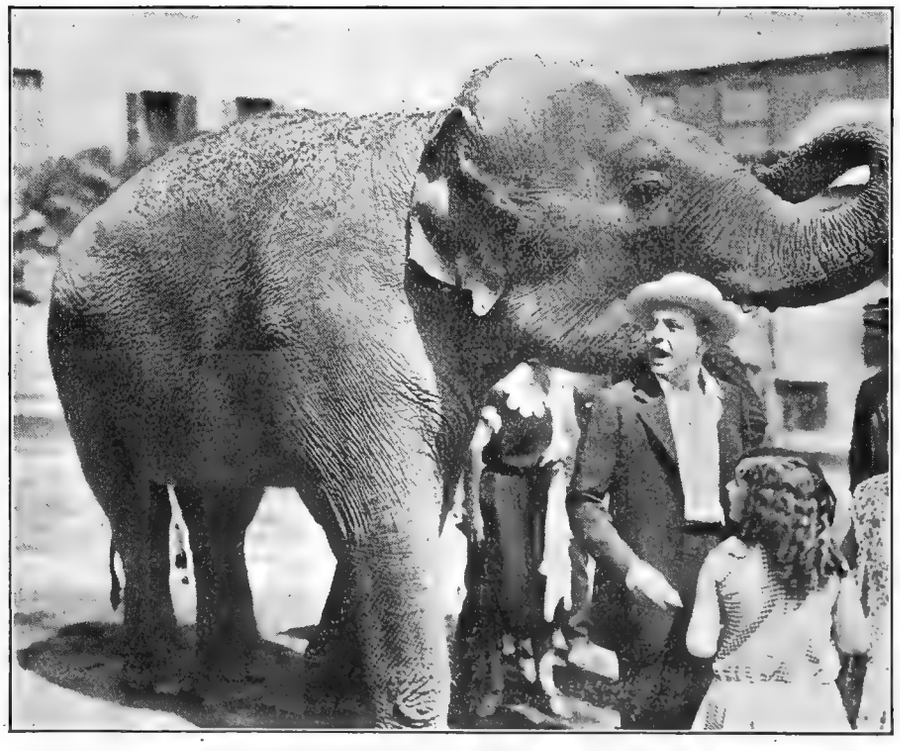
One of the many action scenes which abound in "Men of Steel," a First National picture.



One of the brilliant scenes in Warner's "Footloose Widows"

To the right of this page Charlie Clarke teaching "Red Grange," the star of F. B. O.'s "The Half Back," the mysteries of the camera.

Kit Guard, of Guard & Cook, comedian in F. B. O.'s "Bill Grimm's Progress."



Viola Dana and Robert Agnew in "The Great Love," a Marshall Neilan directed picture for Metro-Goldwyn-Mayer. Find Viola behind the elephant.

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NEW YORK THEATRES

RIVOLI — "Mantrap," Ernest Torrence, Clara Bow and Percy Marmont; adapted from the story by Sinclair Lewis; directed by Victor Fleming—Famous Lasky.

CAPITOL—"La Boheme," with Lillian Gish and John Gilbert; directed by King Vidor—Regal.

MARK STRAND—"Men of Steel," Milton Sills, suggested by a story by R. G. Kirk; directed by George Archainbaud—First National.

CAMEO—"Male and Female," Paramount; "A Woman of Paris," United Artists; "Affairs of Anatol," Paramount; "Passion," Warner's; "The Two-Gun Man," with Fred Thomson—F. B. O.

COLONY—"Bigger Than Barnum's" Viola Dana—Regal.

BROADWAY — "Silence," H. B. Warner and Vera Reynolds, Regal.

ASTOR — "The Big Parade," John Gilbert and Renee Adoree: adapted from a story by Laurence Stallings; directed by King Vidor—Regal.

CRITERION — "Mare Nostrum" with Alice Terry and Antonio Moreno; adapted from Blasco Ibanez's novel; directed by Rex Ingram — Paramount.

SHERIDAN — "Wet Paint," Raymond Griffith—Paramount; "Over the Hill,,—Fox.

BROOKLYN STRAND — "It's the Old Army Game," with W. C. Fields — Paramount.

RIALTO—"Variety," Emil Jannings, Lya de Putti and Warwick Ward; directed by E. A. Dupont—Paramount.

LOEW'S LEXINGTON — "Say It Again," Richard Dix, Paramount; "Ranson's Folly," Richard Barthelmess, First National; "Born to the West," Jack Holt, Paramount; "The Road to Mandalay," Lon Chaney—Regal.

LOEW'S NEW YORK — "Lovey Mary," William Haines; "Say It Again," Richard Dix, Paramount; "The Last Alarm," "The Man in the Saddle," "Ella Cinders," Colleen Moore—First National.

LOEW'S STATE—"Say It Again," Richard Dix, Paramount; "The Road to Mandalay," Lon Chaney, Regal.

OLYMPIA—"The Sporting Lover," Conway Tearle, First National; — "Brown of Harvard," William Haines, Regal.

PLAZA — "Outside the Law," Lon Chaney; "Mlle Modiste," Corinne Griffith, First National; "Wet Paint," Raymond Griffith, Paramount; "Skinner's Dress Suit," Reginald Denny, Universal.

J. G. Bachmann Producer Preferred Pictures Engages Dr. Arkatov

The public may look for many innovations and evidence of advancement in motion pictures during the coming season, says J. G. Bachmann, producer of Preferred Pictures who thinks that the recent extensive importation of European talent is the most constructive step taken by American film men in years.

Mr. Bachmann has added to his own production forces the services of Dr. Alexander Arkatov, co-director of "The Cabinet of Dr. Caligari" and many historical and dramatic successes produced in Vienna and Berlin. His first American picture has been announced as "Studies in Wives," adapted by Frederic and Fanny Hatton from the novel by Mrs. Belloc Lowndes.

* * *

Three P. D. C. Pictures Play Hippodrome Toronto

Producers Distributing Corp. had the distinction of securing three consecutive First Runs at the Hippodrome, Toronto, for their features: Cecil B. DeMille's "The Volga Boatman" was played the week of June 21; during the week of July 5, H. B. Warner's "Silence." This was followed during the week of July 12 by "Up in Mabel's Room."

The Hippodrome is looked upon as the parent house of the Famous Players circuit of Canadian theatres. It caters to the best class of people and the utmost care is exercised in selecting the pictures it shows. Under these circumstances it is a real tribute to the high standard of the P. D. C. product when three features are booked into it for practically consecutive weeks. Although the pictures were played during the hottest weather of the summer, each of the productions drew splendid business.

Dwight C. Leeper Acquires Interest Rayart Pictures Corp.

An announcement of great interest comes from the home office of Rayart Pictures Corporation to the effect that a half-interest in that fast-growing company has been acquired by Dwight C. Leeper.

Mr. Leeper is an astute financial man, with a diversification of interests. He is President of Monogram Pictures Corporation, the company, it is said, responsible for the introduction of Fred Thomson to the screen, and is also President of Photoplay Finance Corporation. He is Vice-President of Richmond Pictures, Inc., export distributors, who, incidentally, handle the marketing of Rayart Pictures in the foreign field, and is associated with Harry J. Brown in Harry J. Brown Productions, producers of the Reed Howes pictures released by Rayart.

These are his motion picture affiliations, but they in no wise limit his comercial activities, for he is also President of Dwight C. Leeper Company, insurance brokers, with offices at 512 Fifth Avenue, New York City. The activities of this company are nation wide. He is Vice-President of A. M. Flechtheim Company, Inc., of 275 Broadway, New York City, importers of electrical and radio supplies and Galaleith novelties.

The affiliation of two such men as Dwight C. Leeper and W. Ray Johnston must result in even greater achievements for both these gentlemen.

* * *

Bert Johnston and Company, Hamilton, Ont., were added attractions to Starland Theatre and College Theatres, Winnipeg, for three weeks for June 7, 14 and 21st weeks, and remarkable business was done with the company of magic and mystery, and the pictures, which included "The Keeper of the Bees."

Viola Dana and Ralph Lewis in F. B. O.'s "Bigger Than Barnum's" production directed by Ralph Ince.

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"The Volga Boatman"

CECIL B. DEMILLE'S PRODUCTION

with
WILLIAM BOYD
ELINOR FAIR
VICTOR VARCONI
JULIA FAYE and
THEODORE KOSLOFF

The Masterpiece of the World's Master Producer

It is Productions such as these that put

Producers Distributing Corp.

in the Very Front Rank

BOOK THESE TWO SENSATIONS

"SILENCE"

CECIL B. DE MILLE PRESENTS

WITH
VERA REYNOLDS
H. B. WARNER
RAYMOND HATTON
ROCKCLIFFE FELLOWES, JACK MULHALL & VIRGINIA PEARSON
ADAPTED BY BEULAH MARIE DIX
FROM THE PLAY
BY MAX MARCIN
AS PRODUCED BY CROSBY GAGE
A
RUPERT JULIAN
PRODUCTION

Both of these Masterpieces are playing the Leading First Run Houses in Canada and the U.S.A., in many instances for Extended Runs at Advanced Prices.

REGAL FILMS LIMITED

Canadian Distributors

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COMEDIES

104 TWO-REELERS

During the present season everyone conceded that we distributed by far the Best Comedies on the Market. For Season 1926-27 we have a still better line-up.

HAL ROACH COMEDIES

Three Series of These, with Big Stars

HARRY LANGDON COMEDIES

Five Big Hits, Two of Them in Three Reels Each

MACK SENNETT COMEDIES

Five Series in This Famous Brand

AESOP'S FILM FABLES

World Famous Single Reel Cartoons

We can supply your every need in the way of Comedies. By using these lines you assure yourself of a dependable supply of laugh-makers, with stars whose names are box-office assets.

REGAL FILMS LIMITED

Toronto - Montreal - St. John - Winnipeg - Calgary - Vancouver

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CANADIAN MOVING PICTURE DIGEST

Vol. 18, No. 12. TORONTO 2, CANADA July 24th, 1926

1926-27 IS COMEDY'S BIG YEAR!

BE prepared
TO give your
AUDIENCES
PLENTY of laughs
NEXT season.
M-G-M has many
BIG comedies
IN the Parade
OF hits for '26-'27.
M-G-M's line-up
REPRESENTS shrewd
SHOWMANSHIP
THAT'S why
IT has reached

THE TOP OF THE INDUSTRY

BUSTER KEATON

IN **BATTLING BUTLER**

with SALLY O'NEIL
The Comedy Knock-Out of Keaton's Career

Meet **THE BOY FRIEND**

—he's a riot!

MARCELINE DAY
JOHN HARRON

4 of METRO-GOLDWYN-MAYER'S LAUGH HITS

THERE YOU ARE

Conrad Nagel
Edith Roberts
George Fawcett

Fastest Farce Since *"Excuse Me!"*

TIN HATS

CONRAD NAGEL, CLAIRE WINDSOR, BERT ROACH

The Screaming Adventures of American Boys in Germany After the War

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2

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THIS AMAZING STAR—

IS HE THE GREATEST DRAWING CARD IN PICTURES TODAY?

LON CHANEY *in* *The* ROAD TO MANDALAY

with LOIS MORAN, OWEN MOORE, HENRY B. WALTHALL

TOD BROWNING'S *production*

Story by Tod Browning and Herman J. Manklewicz

JUNE 27— JULY 3

the hottest week of the year

HITS RECORD PACE AT CAPITOL (N.Y.) AND HELD OVER FOR SECOND WEEK

IN 1926-1927

3 BIG LON CHANEYS

and Boy, they mean something when made by

METRO-GOLDWYN-MAYER

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NINE YEARS AGO

IT STARTED AND IT

HAS BEEN GROWING IN

LEAPS AND BOUNDS

$15,000,000 HAS

ALREADY BEEN SPENT

ADVERTISING YOUR

BUSINESS BIGGER

AND GREATER THAN

EVER THIS YEAR Book

"PARAMOUNT WEEK"

SEPTEMBER 5th to 11th

and Cash In on This Immense National Advertising

Famous-Lasky Film Service, Limited

St. John - Montreal - Toronto - Winnipeg - Calgary - Vancouver

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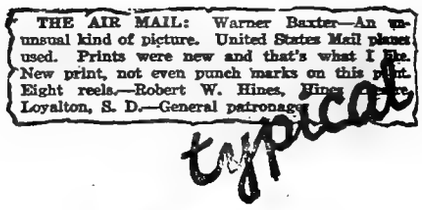
Paramount Helps YOU SELL

PARAMOUNT was the FIRST to ADVERTISE your shows NATIONALLY to millions of people and the ONLY company to do it consistently over a period of 10 years.

* * *

PARAMOUNT is the ONLY company that guarantees you PERFECT PRINTS and PERFECT SERVICE in the delivery of film.


THE AIR MAIL: Warner Baxter—An unusual kind of picture. United States Mail planes used. Prints were new and that's what I like. New print, not even punch marks on this print. Eight reels.—Robert W. Hines, Hines
Loyalton, S. D.—General patronage
typical

* * *

PARAMOUNT ALONE gives you bunkless, 100% serviceable PRESS SHEETS always far ahead of release dates.

* * *

PARAMOUNT'S NEW SHOWMAN'S MANUAL BULLETINS (free to exhibitors) is the most unique and most practical exploitation service ever offered.

* * *

PARAMOUNT now adds to the finest line of exhibitor advertising aids in this business a new style of poster containing blank spaces so you can advertise your whole show.

PARAMOUNT SERVICE, LIKE *Paramount Pictures*, OUTCLASSES THE FIELD!

Famous-Lasky Film Service, Limited

St. John - Montreal - Toronto
Winnipeg - Calgary - Vancouver

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Smashing Hits!

The Hippodrome, Toronto

The Key Theatre of the Big Famous Players Canadian Corporation Circuit played

CECIL B. DEMILLE'S

"THE VOLGA BOATMAN"

Week of June 21st.

RUPERT JULIAN'S

"SILENCE"

Week of July 5th.

AL CHRISTIE'S

"UP IN MABEL'S ROOM"

Week of July 12th.

If Producers Distributing Corp. can deliver such Big Productions one after another during the Summer Months, what have you a right to expect from P.D.C. next Fall and Winter?

Think this over when choosing Feature Pictures for Next Season.

COMING---The World's Greatest Drama of the West

"THE LAST FRONTIER"

REGAL FILMS LIMITED

Canadian Distributors for Producers Distributing Corp.

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Pathe Serials "Bring 'Em Back"

Five Big Serials

for 1926-27

Each in Ten Episodes

"Casey of the Coast Guard"

"The Bar-C Mystery"

"Snowed-In"

"The Fighting Marine"

"The House Without a Key"

Stories Adapted from Books by Noted Authors

Exceptionally Strong Casts of Players Headed by Popular Stars

Book These and be Sure of 50 Weeks of Big Business

REGAL FILMS LIMITED

Sole Distributors for Canada

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Canadian Moving Picture DIGEST

Published by Canadian Moving Picture Digest Company, Limited
259 Spadina Ave. - Toronto
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Editor and Managing Director
GEORGE C. WILLIAMS
President

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Established in 1915 for Exhibitors
Subscription: $5.00 yearly
Telephone: Trinity 1481

Vol. 18, No. 12. TORONTO, CANADA July 24th, 1926

Ray Presents

EVER hear any of our stars, screen stars I mean, make a speech? Did it give you a thrill or a shock? Go back to some of the personal appearances. Ever see a manager tear his hair and wish that the star had remained visible only upon the screen?

With the exception of Betty Blythe I do not remember pleasantly the personal appearance of any other screen star at a theatre. Most screen actresses have thin, hard voices, poor diction and enunciation, why? Because they have had Beauty Culture only, physical culture; and have not had their voices trained to speak.

* * *

The stage makes it necessary for an actor or actress to enunciate clearly; and to speak with a melodious inflection. That was and is in the business of the stage, moreover the classic, or blank verse of Shakespeare, the Greek, or poetic dramas, were rythmic and had to be spoken musically.

The screen makes no such demands upon its players, but it demands they look beautiful, appear youthful, know how to be gowned modishly, fence, ride, swim, dance, be pantomimics, what would you? One cannot expect a world of perfections.

If the screen's celebrities are silent of lip, their eyes and gestures, their beauty speaks. Why ask the peacock to show its ugly feet?

* * *

SYDNEY R. KENT states that "bunkum" must go in relationship to advertising. The stage long ago looked askance upon actresses who lost their pearl necklaces, and other trinkets, we now approach an era of the screen which frowns upon publicizing the loss of our husbands and lovers. Moreover if we indulge in both we must live up to the toast, "Here's to our wives and sweethearts, may they never meet." For they create undesirable publicity.

(Continued on Page 12)

Silence is Golden

DO YOU REMEMBER the days of talking pictures? Stock companies engaged to "rattle off," because that is what happened in the "continuous show" houses, the dialogue of the players behind the screen until the public grew weary of their noise; and pictures adopted the wisdom of the German precept, "sprechen is silbern, schweigen is golden,"—"speech is silver, silence is golden," in so far as the screen is concerned.

And now we hear of a synchronization of word and action, a little machine which will "suit the action to the word, the word to the action," as our old reliable Shakespeare advised in the drama. But will the machine-like voice perform this miracle? Will it not weary the audience also? A picture audience which comes to enjoy a story as revealed to the eye; and thus conveyed to all the senses in the silence one enjoys in reading one's books. A picture audience which prefers for that evening the screen to the drama.

There are many machines made for representing the Art of man in voice, in song, in music. The gramaphone, victrola, the orthophonic, the duo-art, each climbing to a mechanical perfection, but each but a machine-like record, or representation of another Art; an echo, but not the reality or Art of the artist, the life of himself.

These mechanical instruments have taught us that motion pictures is a distinct Art in itself. A drama of silence, a drama of the eye with all the variations that the spoken drama takes on; less than the drama, because speech is man's greatest gift from evolution; and yet greater than the drama, for it is a drama without physical boundaries.

To draft speech upon the screen's Art is equivalent to giving man two heads, or a tail. The former makes him a freak, the latter makes a monkey out of him.

The screen must develop normally, within its scope, no one has yet tested its utmost capacity, nor sounded the depths of revelation, nor beauty which the screen can reveal. No one yet, but a few approach the doorway through which one sees the possibility of the screen's eternal verities, growing silently.

Ray Lewis

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SENSATION

Var

with
EMIL JANNINGS
LYA DE PUTTI
Written and Directed by
E. A. Dupont
An Ufa Production

And What Revie

"The strongest and most inspiring drama ever told" —N.Y. Times

"The finest of all photo-plays" —N.Y. Hera Tribu

One of t

FAMOUS-LASKY FI

St. John - Montreal - Toronto

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$37,000--1st Week at RIALTO, N.Y.

$5,900--Sunday of 2nd week

$6,800--Monday of 2nd week

--and getting bigger by the minute!

s!

"The most perfect picture I have ever seen." —*N.Y. Eve. World*	"The finest film of the last few years." —*N.Y. Sun*	"Opened another new era of motion picture development" —*N.Y. American*	"A truly great picture has come to Broadway." —*N.Y. Mirror*	"No one should fail to see it." —*N.Y. Eve. Post*	"'Variety' is a marvel of filmcraft." —*Los Angeles Examiner*

: 75 15th BIRTHDAY GROUP **Paramount Pictures**

M SERVICE, LIMITED

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Ray Presents

(Continued from Page 9)

Million dollar publicity salaries are also to be placed where they belong— in the ash-heap. That million dollar salary talk has cost this Industry a silent sum of money of which no one cares to speak.

* * *

H. B. WARNER, in "Silence," a P. D. C. production gives a performance that is as clean as steel, of that kind of quality also. "Silence" is melodrama of the old school, before Al Woods tainted melodrama with his illegitimate "Chinatown Charlie," "Nellie, the Beautiful Cloak Model" offspring. The same Al Woods who became the famous Al of plays on Broadway, or shall we say beds on Broadway stages?

* * *

Our California contemporary, Tamar Lane of Film Mercury fame, still appears worried about an egg whcih he claims your editor laid. Try and lay an egg yourself, Tamar! Incidentally, will you come off your manure-heap and quit crowing? Our readers might get it into their heads you are after some cheap publicity; and you noticed what the "big fellows" are saying about this kind of "bunk?"

* * *

Rumour gives H. B. Warner the role of The Christ in Cecil B. DeMille's forthcoming production, "The King of Kings," "Judas" being assigned to Joseph Schildkraut.

I think "Judas" a good selection, and H. B. Warner a most excellent artist, but I am doubtful of his type for The Christ.

Many views have been given of The Saviour as Christianity has learned to love The Christ Character. Epstein, the sculptor, made him an East side soap-box orator type and sold His Statue for a large sum of money, not considering the fame he built up in his relations of a Christ Materialized.

After seeing William Boyd in "The Volga Boatman" I could see him as "The Christ." His expression was strong, yet tender, there was about it that beauty of spirit which those who love The Christ demand.

Jesus was young when He preached; and young when He died. His Face was unlined, for He possessed that philosophy which does not seam the face with thought or with emotion. His Wisdom was expressed in the limitless depth of His Eyes, in the Infinite Tenderness of His Youth. If H. B. Warner has been selected we may expect a noble and artistic interpretation, but the eye must be satisfied, the Inner Image of The Christ must not be disappointed. I cannot see this splendid artist as The Christ.

Magnetic "Claire Windsor" in the Metro-Goldwyn-Mayer feature directed by Archie Mayo, "Money Talks."

* * *

WILLIAM HAINES

Has Leading Male Role in "Lovey Mary."

William Haines has the leading male role in "Lovey Mary," with Bessie Love in the title part, while the cast includes Mary Alden, Vivia Ogden, Martha Mattox, Sunshine Hart and Russell Simpson. These players have been ideally cast, and King Baggot has directed them so skillfully that Alice Hegan Rice's characters seem really to have come to life in this engaging film. William Haines, who made so great a hit in "Brown of Harvard," plays the role of Billy, the farmer boy falls in love with the heroine, who is played to the life by Bessie Love. No more charming character sketch of its kind has ever been contributed to the screen than the histrionic portrait drawn by Miss Love in this film. "Lovey Mary" is a Metro-Goldwyn-Mayer production.

* * *

Exhibitors Booking Early

H. O'Connor, Manager of Regal Exchange, States This Year Establishes Precedent.

Henry O'Connor, manager of Regal's Toronto branch, is authority for the statement that exhibitors are this year signing up earlier for the new season's pictures than ever before. Mr. O'Connor says that this is not only the case with feature pictures, but also with comedies, serials and other short subjects.

"Never before has this office had so many signed contracts for the new season's product as is the case this year," says Mr. O'Connor. "Our business on the 1926-27 Metro-Goldwyn-Mayer and Producers Distributing Corp. features and Pathe comedies and other short subjects has been phenomenal. I attribute this not only to the high quality of the product, but also to the fact that exhibitors are confident that the coming season will, from a business standpoint, be one of the best in years and therefore they are anxious to secure all the high class productions they can secure.

* * *

James Tully Writes Tramp Epic

Paramount Will Produce Original "Tramp" Story by the Author of "Beggars of Life."

Announcement has been made that James Tully, author of "Beggars of Life," has written an epic of tramp life which will be filmed by Paramount.

After four months work, Tully turned into the hands of B. P. Schulberg and Hector Turnbull, associate Paramount producers on the west coast, an original screen story called "Passing Strangers."

While in New York recently making preparations for the productions of two plays this Fall, Tully was called in by Jesse L. Lasky and commissioned to write the tramp story. Tully agreed to do so, provided that he could have the latitude to tell the real story of tramp life, with all its realism.

Tully is now at work on the adaptation with Harry Behn, who wrote the scenario of "The Big Parade."

* * *

Hon. Rodolphe Lemieux Speaker House of Commons Quebec

Declares Some Films Should Not Be Censored But Eliminated.

The Hon. Rodolphe Lemieux, Speaker of the House of Commons, in addressing the Catholic Women's League on a recent Sunday afternoon in St. Patrick's Parish Hall, Montreal, declared, "Many Motion Pictures of today are a bold challenge to Morality, Danger often lurks behind a seemingly harmless cinema. Some censored films should be thrown out in their entirety."

There was a very large attendance which listened to the speaker's many comments. He was particularly severe on the class of entertainment provided by many Motion Picture Theatres and advised a stricter censorship.

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Up and Down Main Street

Exhibitors and Exchanges Get Together For General Good of Industry

A United Front in Canada For Abolition of Amusement Tax and Tolerant Censorship

MANAGERS of Winnipeg Picture theatre and managers of film exchanges located in Winnipeg had a "get-together" meeting in the new rooms of the Screen Club, Phoenix Building, Winnipeg, July 2 and completed organization. The proposal is to present a united front when asking for broader censorship and the abolition of the Amusement Tax in Manitoba when appearing before the legislature at the next session. At the last appearance of the theatre men, the vote was six against them, but with the elections in prospect there are hopes that the majority will be the other way.

N. L. Nathanson, Arthur Cohen, B. F. Lyon and others of the general managers in Toronto, endorsed the plan in letters to the branch managers in Winnipeg. H. M. Thomas, western divisional manager for Famous Players, presided and outlined the idea and stated that Paramount, Regal, Pathe and Metro-Goldwyn-Mayer organizations in Canada were behind the proposal. H. N. Jernberg was elected president; Walter Davis, vice-president; and Gordon Lindsay, secretary; a committee was appointed to draw up a constitution, two each from the exhibitors and the film exchanges. The new rooms of The Screen Club are spacious and beautifully fitted up.

W. Hansher Leaves For Western Trip

W. Hansher, western divisional manager of Paramount, Winnipeg, has left on an extended trip to western and Pacific coast centres.

* * *

Dave Farquhar Transferred Warners' Salt Lake City Branch

Dave Farquhar,who has been manager of Warner Brothers' office in Winnipeg, has been transferred to the branch in Salt Lake City. Mr. Farquhar was formerly in Salt Lake City as manager for Select Pictures. He was president of the Winnipeg Film Board of Trade and his successor is J. "Ad." Wilson.

* * *

James O'Loughlin Arrives In Winnipeg for Fox

James O'Loughlin, general manager for Fox Films in Canada, arrived in Winnipeg from Toronto this week on a western trip of inspection.

* * *

Famous Morris Milligan On Way to Coast

Morris Milligan, Toronto, general manager for Paramount Pictures in Canada, is in Winnipeg on the way to the coast.

B. F. Lyon, Winnipeg Appoints for Warner

B. F. Lyon, Toronto, general manager for Canada for Warner Brothers, has been in Winnipeg for 10 days, making new appointments.

* * *

Boyd D. Chamberlain M.P.T.O.A. Executive Killed

Boyd D. Chamberlain, a member of the Pennsylvania Executive Committee Board of the M. P. T. O. A., and one of the prominent exhibitors of that State, was killed on the highway near Shamokin, Pa., last Thursday when his automobile in passing another car, upset as he turned aside.

Chamberlain fractured his skull by striking the concrete. He was 32 years old and the general manager of the Chamberlain Amusement Enterprises, Inc.

I bought 2 large Ventilating Exhaust Fans. Found out one keeps an 800 seat house cool. Will change the air in a few minutes. I will sell the other one cheap. Come and see it working.

MR. SEXTON
FAMILY THEATRE
Lee & Queen Street — Toronto.

Toronto Theatres

HIPPODROME—"Padlocked," Lois Moran—Paramount.
PANTAGES — "Puppets," Milton Sills—First National.
LOEW'S—"The Road to Mandalay," Lon Chaney—Regal.
TIVOLI — "Good and Naughty," Pola Negri—Paramount.

Neighborhood Theatres

PALACE — "Ella Cinders," Colleen Moore—First National.
ST. CLAIR—"Her Second Chance," Anna Q. Nilsson—First National.
YORK — "Ranson's Folly," Richard Barthelmess—First National.
COLLEGE — "Tony Runs Wild," Tom Mix—Fox.
BEACH—"Let's Get Married," Richard Dix—Paramount.
CAPITOL—"Rolling Home," Reginald Denny—Universal.
ALHAMBRA — "Sweet Daddies," Charlie Murray—First National.
PARKDALE—"The Sporting Lover," Conway Tearle, First National.
OAKWOOD — "Ella Cinders," Colleen Moore—Paramount.
BEAVER—"Mike," Sally O'Neil — Regal.
MADISON — "Stella Maris," Mary Philbin—Universal.

* * *

Sam Morris Developing Strong Sales Organization for Warner

Joseph Lieberman to Manage St. John Branch, Wolfe Cohen to Winnipeg.

Joseph Lieberman has been appointed by Sam Moris to succeed Wolfe Cohen as Manager of the St. John, N.B., Branch Office in Canada, while Mr. Cohen goes to Winnipeg to manage the office there.

Mr. Morris, who is General Manager of distribution for Warner Bros., is rapidly building up a strong sales organization for his company. Warner Bros. are to have twenty-six Warner Winners plus specials for the coming season.

* * *

N. L. Nathanson Declares Movies Having Very Fair Year

N. L. Nathanson, Managing Director of the Famous Players Canadian Corporation is reported as stating in Vancouver, which he recently visited, that the Moving Picture Industry in Canada is experiencing a very fair year.

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Victoria in Motion Pictures Praised For Its Beauty

James W. Coffroth, millionaire racing czar, owner of Tia Juana, accompanied by his secretary and party, had a motion picture camera along with him and kept the camera moving in the city of Victoria and the surrounding district.

The films are being sent to San Francisco for development and will be represented in the exhibition of the beauty spots of the world. "We like your climate, we like your scenery, we like your friendliness and we like your liberty," said Mr. Coffroth to his interviewer.

The beauty and freshness of the Victoria girl's complexion was also commented upon. Natural roses upon the cheeks, and nature's ruby color upon the lips.

* * *

Orpheum Montreal Presents All Canadian Musical Revue

"The Little Revue That Starts at Ten Past Nine" is an All-Canadian Musical Revue, including authors, lyricists, musicians and players, all born in Canada. The Little Revue opened at the Orpheum, Montreal, and is but a forerunner of the National Movement in connection with all the arts.

* * *

Motion Picture Exhibitors Spend Day Sightseeing In Winnipeg

Party of Fifty-Five Prominent Exhibitors From Middle West and Eastern States Stop Off En-Route For Home From Los Angeles Convention.

H. M. Richey of Detroit, was a member of the party of fifty-five exhibitors who stopped off at Winnipeg, en-route to his home from the Los Angeles Convention of the M. P. T. O. A.

In an interview with the Free Press, Winnipeg, Mr. Richey said, "All of our party had a desire to see Canada, to revel in the wonderful mountain scenery for which your Dominion is famed and also to visit the chief cities in the west, to see how pictures are presented in your theatres and also to better understand the type of pictures being shown and your system of theatre management.

"We have all been greatly surprised to find the low prices of admission charged in your theatres for the best productions, compared to what we charge in our States. Our members are from Ohio, Michigan, Pennsylvania and Kentucky."

Mr. Richey commented upon the courteous treatment accorded the visitors in the laregr theatres, and that releases were keeping pace with the schedule in the U. S.

GLORIA SWANSON IN THE PARAMOUNT PICTURE "FINE MANNERS"

First National Has 20 Pictures In Process of Completion

Seven Pictures Have Gone Into Work Including Norma Talmadge "Sun of Montmartre," Colleen Moore "Twinkletoes."

With nearly twenty pictures either in production or in the cutting room, First National will continue its heavy production schedule during coming weeks, a number of companies being assigned to the new studios at Burbank, now nearing completion.

Last advices from the East and West Coasts state that some seven pictures have gone into work during the first two weeks of July, including the Joseph M. Schenck special, starring Norma Talmadge, "The Sun of Montmartre" and Colleen Moore in the John McCormick production of "Twinkletoes." With the exception of the Talmadge production, the new pictures are to be included in First National's Banner Group released for the season of 1926-27.

Publix Theatres South Secure Twenty-Six Warner Winners

Eleven Southern States Presenting Publix Entertaining Contract for Warner Pictures.

In the Southern Theatres of the U. S. wherein Publix Theatres are stationed, will be shown the 26 Warner Winners according to a contract just entered into by Warner Bros. and the Publix Theatres. Other contracts for Warners' include the East and Mid-West Theatres, the Poli Circuit, a contract from Mark Hayes of the Mark Strand Theatres of Albany and Troy, N.Y., while Sam Goldstein selected the 26 Winners for Holyoke, Pittsfield, East Hampton, North Hampton, Westfield, Palmer and Ware, New England towns.

* * *

Mary Pickford and Hubby To Return From Abroad

Will Not Produce Picture in Europe Owing to Unsettled Conditions, States Douglas Fairbanks.

Mary Pickford and Douglas Fairbanks will return to the U. S. from England, having booked passage on the S. S. Majestic which is scheduled to sail August 19th.

Studio conditions abroad do not warrant the making of a picture in Europe together. A visit to Rusia will precede the return to England. The return to Hollywod will precede a visit to the Orient.

* * *

TED HEALEY, of vaudeville fame, James Finlayson, comedy star, Burr McIntosh and Charlotte Mineau have been selected for supporting roles in Helene Chadwick's first picture for Hal Roach, to be directed by Stan Laurel and released through Pathe.

A close-up of Seena Owen and Joseph Schildkraut in P. D. C.'s latest production, "Shipwrecked," directed by Joseph Henaberry.

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International Picture Problem Receiving U. S. Consideration

Jesse J. Lasky is quoted as stating "So vital has the international problem become in relationship to pictures, and so popular are our pictures becoming around the world, that Famous Lasky has engaged Erich Pommer, the German producer of "The Last Laugh," "The Cabinet of Dr. Caligari," "Variety," and "Metropolis" to watch the international viewpoint in the product made at our Hollywood studio."

Growth always develops problems and that Motion Picture patrons are demanding variety in location, temperament, physical and mental charms variety in environment, atmosphere, merely indicates the world interest which Motion Pictures has developed; and in order to retain this interest it must not only meet the demands but foretell the demands of its Motion Picture public.

* * *

Paramount L. I. Studio Filming Three Pictures

Three new productions will start at the Paramount Long Island studio soon. They are "The Ace of Cads," an original screen story by Michael Arlen, directed by Luther Reed and starring Adolphe Menjou; "The Quarterback," Richard Dix's football picture, directed by Fred Newmeyer, who made Harold Lloyd's "The Freshman," and W. C. Fields in his latest comedy, "So's Your Old Man," under the direction of Gregory La Cava. Herbert Brenon's production of "The Great Gatsby," the only picture now being made at the Long Island studio will be completed in about a week.

Report on Blind Booking

G. F. Braddock, H. M. Trade Commissioner, Sends In Block Booking as Presented to British Government.

THE TRADE, in the Old Country, continues to give a great deal of attention to the subject of blind booking and release reform. It is a matter of the greatest importance to British producers who in some cases have found that exhibitors have booked up their dates for months and sometimes even years in advance, so that opportunities cannot be taken to book the exhibition of some successful British picture. On the whole the trade has expressed agreement with the view that blind booking is unsatisfactory, although individually many exhibitors seem inclined to continue in the old way, no doubt largely because they feel that in this manner they can secure a certain supply of pictures for their theatres over definite periods. The Government has announced its willingness to introduce legislation to make blind booking of films illegal if such is the clearly expressed will of the Industry and there is a likelihood of a referendum being taken on the subject.

Negotiations are still proceeding between representatives of British film interests and American distributors with the object of coming to some arrangement by which a definite percentage of British films will be shown in the United States of America. No announcement has yet been made as to any decision reached by the Committee engaged in these negotiations but it is expected that some definite result will be achieved before very long.

* * *

"SATAN TOWN," a forthcoming Western, starring Harry Carey, is another recent Pathe offering.

NEW YORK THEATRES

ASTOR—"The Big Parade," directed by King Vidor, Metro-Goldwyn-Mayer war picture, featuring Renee Adoree and John Gilbert.

BROADWAY — "Up in Mabel's Room," P. D. C. picture, featuring Marie Prevost, Harrison Ford, Phyllis Haver and Harry Myers.

CAMEO—"The Three Musketeers," Douglas Fairbanks, United Artist release featuring Barbara La Marr. Cameo under management Film Arts Guild. "The Gold Rush," Charles Chaplin, United Artist. The German feature "Backstairs," Famous release, directed by Leopold Jessner, and Famous "One Glorious Day," with Will Rogers, directed by James Cruze, complete the twelfth week's offerings.

CAPITOL—"La Boheme," starring Lillian Gish and John Gilbert, Metro-Goldwyn-Mayer.

CRITERION—"Mare Nostrum," directed by Rex Ingram, Metro-Goldwyn-Mayer, Alice Terry lead. Story by Ibanez.

COLONY—"The Plastic Age," Clara Bow and Donald Keith, Vital release.

EMBASSY — "Ben Hur," Metro-Goldwyn-Mayer, Ramon Navarro, May McAvoy, Betty Bronson, Francis X. Bushman, from Gen. Lew Wallace's story.

RIALTO—"Variety," Famous U. F. A. feature, Emil Jannings and Lya De Putti stars.

RIVOLI—"Nell Gwyn," British Famous-Lasky release, Dorothy Gish star. Herbert Wilcox directed for British National Pictures Ltd.

WARNER'S—"Her Honor the Governor," Pauline Frederick, star. F. B. O. feature. Tom Santschi in cast.

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Because this magnificent Projector stands out as the only Projector with advanced engineering features such as Reflecting Arc Lamp, Direct Motor Drive, Title Brake and Double Bearing Movement with Ball Bearing End Thrust.

OUTPERFORMING—

Because the De Luxe Reflecting Arc and Mazda Equipments attain the maximum of light with sharpness of definition and evenness of field, ease and simplicity of operation at surprisingly low upkeep cost.

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The Motiograph De Luxe is outselling the country over, winning and holding the good will of all who buy it.

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SHOWMANSHIP

HERBERT JENNINGS PUTS IT OVER

Interviewed and written by
RUSSELL J. WALDO.

HE FURTHER pointed out the value to be derived from making the artists feel at home during their entire stay in the city. The day when the artists are arriving in the theatre he is on the job personally to make sure that every comfort that can be given is given for the comfort of the artists. He personally introduces members of the different companies making them feel that there is a personal interest from the management. They are at once taken to the Artists' rest room, a very cozy room fitted up with wicker furniture, an Edison Phonograph, electric fans and smoking sets for the gentlemen.

The room is very inviting being finished in blue and gold, with gray and gold ceiling. This room is for the artists among themselves as well as a place for the entertainment of their guests.

* * *

DURING Clown Week, a feature which Mr. Jennings introduced in Indianapolis, a very elaborate clown luncheon was given in one of the best cafes in that city. Taxicabs were furnished for the artists from the theatre to the cafe and from there to the artists' home hotel. No expense was spared to make this a success and everywhere artists were doing better work because of the closer feeling which was brought about by this social affair set up for them. Clown Week created a great deal of interest in as much as the act which had left the stage would clown in on the act which followed in a way which would produce a scream in the audience.

(To be continued.)

* * *

USE CUT-OUTS

Put Them in Your Lobby — They Register the Punch to Sell Your Picture.

By ALEX MOSS
Warner Bros.' Publicity. Dept.

CUT-OUTS are an expressive form of advertising. They have an attention-arresting punch that certain other forms of advertising lack. If they do not have this punch, this graphic appeal, then they're not the kind of cutouts we're discussing. Properly designed and executed, a cutout plainly and pungently presents the prospects of a picture to the public. There's the whole alliterative truth.

And regardless of all the fuss and feathers that have been raised about the subject of "advertising appeal," there are only five senses through which all impressions come. A striking cut-out serves as a sort of guide post to the mentalities of the one who sees it. It registers on the senses and emotions and points a pleasurable path that the beholder may take. This path, in the very nature of things, leads directly to the box-office of the exhibitor who is keen enough to use cut-outs as guideposts.

The impression and atmosphere conveyed by a well-executed lobby display, an effective cut-out, a forceful poster, a striking newspaper advertisement, or the various other aids that lie at the hand of every exhibitor, waiting but to be picked up and used, are invaluable for building up the patronage of any motion picture theatre. Unfortunately, however, there is a type of exhibitor who leaves it entirely up to the producer to do the publicizing and exploiting, failing to realize that it is up to the exhibitor himself to make every effort to sell his theatre and his programs to his particular public.

Advertisement In Reader Gets the Attention

Try This One on Cecil B. DeMille

The Genius of Cecil B. DeMille Guarantees Unrivalled Attention

There is magic in the very name of Cecil B. DeMille. Yesterday's stupendous production, "The Ten Commandments" — today's masterpiece, "The Volga Boatman" — are pictures that will never be forgotten.

The vision of DeMille makes him recognize the material of which great pictures can be made; his executive ability and master showmanship enable him to develop that material to its fullest possibilities. The result is entertainment that holds millions of people spellbound.

DeMille knows the stuff of which stars are made, too, Gloria Swanson, Thomas Meighan, Wally Reid and Leatrice Joy were developed by him. Now, he presents to you a new group of fascinating personalities.

Warner's Radio Tie-up Always a Good Bet

Advertising By Broadcast Valuable Now Thru Novelty.

THE NATIONAL Motion Picture League broadcasts through the W.E.A.F. and its allied stations, a talk on the ten best pictures of the week. On June 21st, Mrs. Adele F. Woodward selected as her picture talk Warner Bros., "The Night Cry" with Rin-Tin-Tin.

"Good morning:

"Rin-Tin-Tin is, as you probably know, a wonderful dog with remarkable intelligence. He was Buddy to Mr. Lee Duncan, his present owner and teacher, during the World War and helped over there in the Red Cross work. He was such an unusually intelligent dog, that Mr. Duncan brought him home to America where the dog fraternized with Motion Picture Stars and became one himself. You will see this wonder-dog in one of the most thrilling pictures of the year, during the summer in the various theatres, both in the city and country. The name of the picture is 'The Night Cry' and it is released by Warner Brothers. Besides the splendid acting of the dog, there is an imense Condor which takes another leading part in the story. There is the most remarkable co-ordination of the lives of the two creatures with human life that I have ever seen in Motion Pictures and several scenes will certainly remain with you indefinitely. Your heart will be touched when Rin-Tin-Tin is accused of being the sheep killer and is condemned to die and at the most critical moment, you will burst out laughing when the dear old fellow peeps out from under his hiding place. There is a cunning baby toddling about through the pciture and there is another suspense when the life of the baby is in danger. The mother of the baby does a remarkable thing. She makes a bridge for her own body over which the dog runs to the rescue of the child. I have seen this wonderful dog and was very much impressed with his lovable character. You just must get your arms around him when he comes near. The picture is entitled 'The Night Cry' and it is released by Warner Brothers. John Harron is the leading man and he with a good cast, does some splendid acting. This picture will be most entertaining to older children as well as young people and adults. I do hope you have a chance to see it this summer."

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Round About the Studios

DR. WILLIAM AXT arranges the musical compositions and accompaniments for the Capitol, New York, Loew's Goldwyn inheritance.

* * *

RAY ROCKETT'S first production for First National is completed. It is a screen version of Cosmo Hamilton's novel, "Paradise." Milton Sills has the starring role in this picture with Betty Bronson featured in the leading feminine role. In the supporting cast are Noah Beery, Kate Price, Charlie Murray, Lloyd Whitlock, Claude King and Ashley Cooper.

* * *

"SUBWAY SADIE," which Alfred Santell directed for his First National unit with Dorothy Mackaill, Jack Mulhall and Charlie Murray in the featured roles is being cut and edited at the New York studios. Al Rockett is preparing for the start stortly of the screen version of Gerald Beaumont's story, 'Even Stephen,' which Santell will direct and in which Miss Mackaill and Jack Mulhall will be featured. No starting date for this one has been announced. A great deal of "Even Stephen" will be filmed in and around Coney Island.

* * *

Metro-Goldwyn-Mayer Acquire Tillie, The Toiler Rights

Marion Davies to be Starred in Russ Westover's Laugh-Getter of Comic Strip Fame.

Metro-Goldwyn-Mayer have acquired "Tillie, the Toiler," of comic strip fame from Russ Westover for a Marion Davies starring vehicle.

The comedy elements suggested "Tillie" as having possibilities for the comedy vein which Marion Davies showed so brilliantly in "Beverley of Graustark" and "Lights of Old Broadway" recent Davies pictures.

* * *

"Mantrap" Rivoli, New York From Sinclair Lewis Story

Sequel of "Main Street" Features Clara Bow, Ernest Torrence and Percy Marmont.

"Mantrap," the Famous marriage and divorce picture adapted from Sinclair Lewis' story, which he wrote as a sequel to "Main Street," has as its featured players Clara Bow, Ernest Torrence and Percy Marmont.

Flowers, as well as money, have powers of speech in Metro's production, "Money Talks," with Claire Windsor and Owen Moore.

"THE MERRY WIDOWER," a Hal Roach Pathe comedy, has Ethel Clayton in the leading role, supported by Tyler Brooke.

* * *

EARL HUDSON has supervised the cutting and editing of "Mismates" which he recently completed with Doris Kenyon and Warner Baxter featured, and with Charles Brabin as director. He plans to leave for California for a three months vacation before resuming production there.

* * *

PAUL IRIBE, who designed the massive sets in "The Ten Commandments," has arrived at the De Mille Studio from France in answer to a cable from De Mille, and is now busily engaged in creating the settings for "The King of Kings."

* * *

THE TEMPLE OF JEHOVAH, which will be reproduced for "The King of Kings," promises to be one of the most stupendous motion picture sets ever constructed and will provide but one of many spectacular backgrounds for the story now being prepared by Jeanie Macpherson.

* * *

KEN MAYNARD series of specials include "Gun Gospel," "The Unknown Cavalier" and "The Flame of the Border," described as thrilling stories strong in adventure and romance. These to follow "Senor Dare Devil" for First National.

"Ben Hur" at Embassy Entering Eighth Month

The Metro-Goldwyn-Mayer production "Ben Hur" has completed a seven month's run at the Embassy Theatre, New York and is now entering into its eighth month.

* * *

"Broken Hearts of Hollywood" Completed at Warner Studios

John Barrymore, Syd Chaplin, Monte Blue, Irene Rich, Louise Dresser Among the Stars of Cast.

"Broken Hearts of Hollywood" is now being completed at the Warner Studios. The story deals with the life of Motion Picture Stars around the studios and the players included are John Barrymore, Sydney Chaplin, Monte Blue, Willard Louis, George Jessel, Irene Rich, Dolores Costello, Douglas Fairbanks, Jr., Louise Fazenda and others.

* * *

"SENOR DARE DEVIL," the first special western production produced by C. R. Rogers with Maynard as the star, has just been completed for First National.

* * *

CASSON FERGUSON, who plays opposite Leatrice Joy in her latest De Mille production, "For Alimony Only," under the direction of William De Mille, is one of the few motion picture actors who writes fiction. He is the author of many short stories that have appeared in popular periodicalls.

LOUISE FAZENDA
looks very tempting in Warner's production, "Footloose Widows."

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BARRYMORE
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EVERY day—how those contracts pour in! Big circuits, finest theatres everywhere pick the "Quality—not Quantity" group for the backbone of their programs. Read these seven circuit bookings again—they're big—hundreds more theatres, millions more people—lined up for the year's finest entertainment! Everybody will win with Warner Winners in 1926-1927!

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INDIVIDUALLY SPECIALIZED
WARNER WINNERS

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CANADIAN MOVING PICTURE DIGEST

Vol. 18, No. 13. TORONTO 2, CANADA July 31st, 1926

PIN ANOTHER MEDAL ON MARION DAVIES!

WATCH for Marion Davies
IN "The Red Mill" in 1926-27
IT'S a positive riot!
AFTER her success in "Beverly"
"THE Red Mill" establishes Miss Davies
AS one of the greatest stars of all
AND in 1926-27 you get
THREE Marion Davies hits
IN the phenomenal line-up.

METRO-GOLDWYN-MAYER'S PARADE OF HITS

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2

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LILLIAN GISH
JOHN GILBERT

Advertisement from N.Y. Newspapers

CAPITOL
WORLD'S LARGEST AND FOREMOST MOTION PICTURE PALACE
Presentations by MAJOR EDWARD BOWES, *Managing Director*
B'WAY AT 51 ST. ST.

The Public Demands It!

FIRST TIME AT POPULAR PRICES

2nd BIG WEEK

HELD OVER

LILLIAN GISH
JOHN GILBERT, in
LA BOHEME

KING VIDOR'S Production with Renee Adoree, Karl Dane, Roy D'Arcy, George Hassell, Edward Everett Horton

A METRO-GOLDWYN-MAYER PICTURE

KING VIDOR'S
LA BOHEME

with
RENEE ADOREE • ROY D'ARCY
KARL DANE • GEORGE HASSELL
EDWARD EVERETT HORTON

By Fred De Gresac, Suggested by Henri Murger's "Life in the Latin Quarter." Continuity by Ray Doyle and Harry Behn. Directed by King Vidor.

$60,889.15
CAPITOL, N.Y.
Held over for second big week

THE Season
OF 1926-1927
GETS off to a
FLYING start
WITH M-G-M's
"LA Bohéme"
SMASHING season's
RECORDS at
CAPITOL (N.Y.)
$60,889.15
IN first week
HELD over
SECOND week
FIRST time at
POPULAR prices
WATCH this $2 hit
CLEAN UP every-where!

The Top of the Industry
METRO-GOLDWYN-MAYER

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IF YOU WOULD MAKE MONEY

You'd naturally select Pictures that have Established Records--

Paramount

CAN Deliver You All of These Tested Money Makers

"FOR HEAVEN'S SAKE"	Harold Lloyd
"GRAND DUCHESS AND THE WAITER"	Adolphe Menjou Florence Vidor
"THE RAINMAKER"	William Collier, Jr. Ernest Torrence Georgia Hale
"IT'S THE OLD ARMY GAME"	W. C. FIELDS
"THE SONG AND DANCE MAN"	Bessie Love Harrison Ford—Tom Moore
"BEHIND THE FRONT"	Wallace Beery Raymond Hatton Mary Brian
"LET'S GET MARRIED"	Richard Dix—Lois Wilson
"THAT'S MY BABY"	Douglas MacLean
"DESERT GOLD"	Neil Hamilton Shirley Mason Wm. Powell

Famous-Lasky Film Service, Limited

St. John - Montreal - Toronto - Winnipeg - Calgary - Vancouver

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ANO

"MANTRAP"

WITH
ERNEST TORRENCE
CLARA BOW
PERCY MARMONT
A
Victor Fleming
production
From the novel by
Sinclair Lewis

AND STILL THEY COME-
ONE SUCCESS AFTER ANOTHER-
IN SPITE OF TREMENDOUS HEAT-
RECORDS CONTINUE TO SHATTER-
THERE *IS* A REASON!

One of the 75 15th BIRTHDA GROUP

FAMOUS LASKY FILM

St. John - Montreal - Toronto -

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THER SENSATION!

$12,000 first 2 days at N. Y. Rivoli during record heat ! and subway strike !

CHUCK FULL OF CANADIAN ATMOSPHERE — A STORY OF THE CANADIAN NORTH WOODS — ITS GRIPPING! ITS SENSATIONAL! ITS DIFFERENT! — AND A READY MADE AUDIENCE WAITING TO SEE IT — CRITICS PRAISE THIS HIGHLY AS SURE-FIRE SUCCESS —

Paramount Pictures

SERVICE, LIMITED

Winnipeg - Calgary - Vancouver

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Paramount Week

SEPTEMBER 5--11

A Celebration of
Joy Awaiting Your
Patrons-
The Greatest Shows-
The Greatest Stars-
The Greatest Stories-
All Ready to Pack
Your Theatre to
Overflowing Business

- BOOK NOW -

Famous-Lasky Film Service, Limited

St. John - Montreal - Toronto - Winnipeg - Calgary - Vancouver

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AT THE TOP

Spring - Summer - Fall - Winter

FIRST NATIONAL PICTURES

ELLA CINDERS
MISS NOBODY
THE BROWN DERBY
THE SPORTING LOVER
PUPPETS
THE SAVAGE
THE GREAT DECEPTION
SENOR DAREDEVIL
INTO HER KINGDOM
PALS FIRST
IT MUST BE LOVE

MEN OF STEEL

Pictures built by real showmen for theatres that are built of concrete and steel--theatres that are sound business institutions whose investments must earn a return today and in the future--in these houses you will find First National regularly throughout the year

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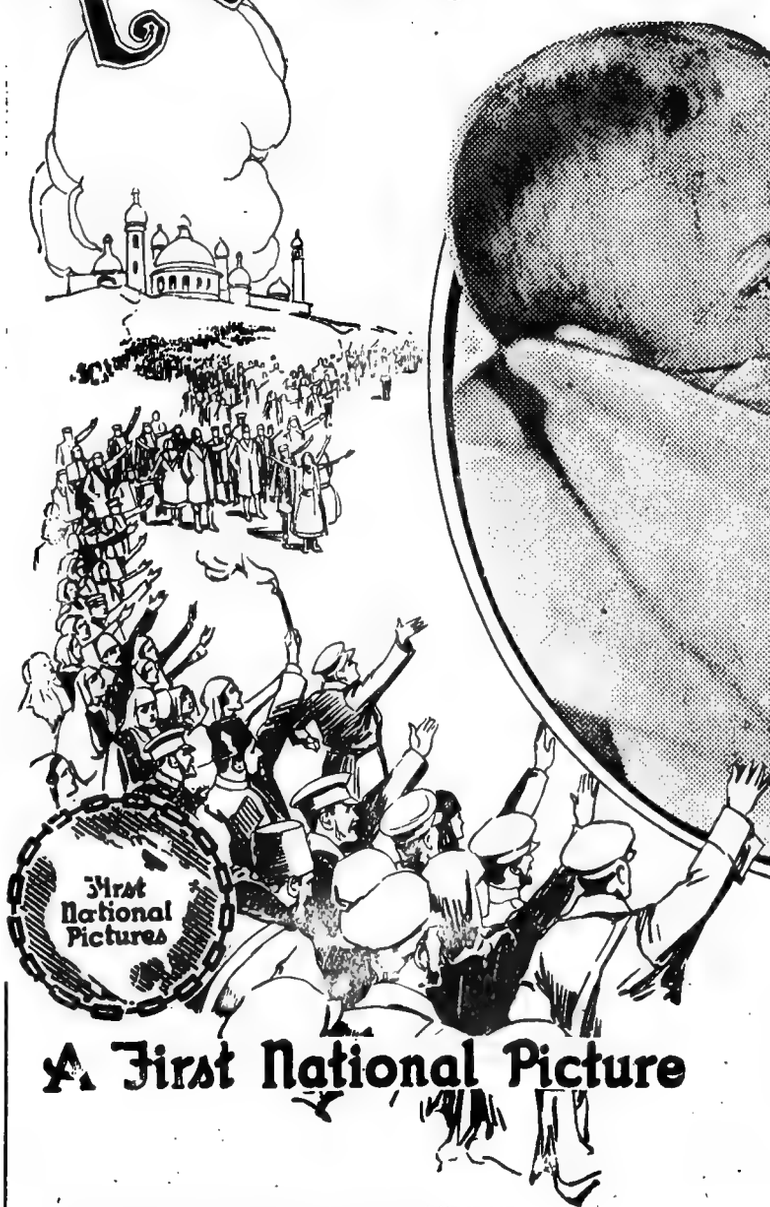
Long Live the Queen!

ASHER, SMALL & ROGERS *Present*

CORINNE GRIFFITH

in

Into Her Kingdom



A First National Picture

Pronounced by Liberty Magazine as the most beautiful woman in the world, her latest picture comes to you on the heels of thousands of dollars worth of publicity

IT'S BOX OFFICE!

Directed by SVEND GADE

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Canadian Moving Picture DIGEST

Published by Canadian Moving Picture Digest Company, Limited
259 Spadina Ave. - Toronto
Affiliated with Exhibitors Review Publishing Corp.

RAY LEWIS
Editor and Managing Director
GEORGE C. WILLIAMS
President

Official Organ of the M.P.T.O. of Canada
Established in 1915 for Exhibitors
Subscription: $5.00 yearly
Telephone: Trinity 1481

Vol. 18, No. 13. TORONTO, CANADA July 31st, 1926

Ray Presents

METRO-Goldwyn-Mayer have another snappy "ad" appearing in the various trade-papers. The one with the poison bottles, "worn-out stars," "Rancid stories," "same old stuff," "habit bound producer," "out-of-date-angles," admonishing the readers to pick their own poison is live-up-to-the-minute-salesmanship. I was under the impression, for which I must apologize, that some producers may not have known better in handing the public and their customers, the exhibitors, "the poison" which they have been handing out. But they do know better, as evidenced in the Metro-Goldwyn-Mayer advertisement; and now to these "some producers" I say, it is your turn to apologize for blaming the public for some of the "poison" with which you have been "doping" their artistic sense of appreciation.

* * *

The Crown Prince of Sweden, "Gustavus Adolphus," and the princess, will visit several studios in Hollywood to witness the production of pictures. To see America properly one must not overlook what now constitutes America's greatest publicity bureau, Motion Pictures.

Incidentally, will not the high-brows who cannot understand the motion picture appeal be inclined towards a greater understanding of this so-called "Moron" entertainment seeing that Royal visitors to America's shores wish to understand the screen art even more fully.

* * *

The New York Times had an editorial, July 21st, headed: "Our Own Romanoffs." It dealt with "The poultry kingdom" and the development of a "poultry czar," and in commenting upon same, said, "New York City has been the scene of savage strife among the kings and major feudatories of

(Continued on Page 10)

Plan Now for the Fall

WITH the temperature soaring to unheard-of heights. And prospective patrons walking right by the theatre. There is plenty of time for the exhibitor to sit down and carefully plan what he is going to do this fall.

Not only should every single exhibitor in Canada lay out his complete campaign for fall now, so far as the operation of his theatre is concerned. But he should also get himself set on the part he intends to play in matters that concern the collective exhibitors of Canada.

The admission tax this fall is going to be a burning issue. The impost of this tax has worked a terrific hardship on exhibitors. And only concentrated efforts of all exhibitors working unselfishly together will see this tax removed.

There are other important matters that must be taken up collectively.

Talking about these important matters. And then doing nothing. Is wasted time. Whatever is decided upon should be done.

A self analysis will show exhibitors that they have been very backward in working together with other exhibitors to get reforms put across. There has been too much "let the other fellow do it." Entirely too much, "Well, I am satisfied; this can't help me any."

Remember, anything that helps one or more exhibitors, helps all exhibitors. This fall should see the entire personnel of all exhibitors of Canada of one mind on all important matters that need legislative action. Only by being of one mind. And working together as a body. Can any good be achieved.

Check up. Find out where you stand. Get in line with the progressive movement.

George C. Williams.

President.

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Ray Presents

(Continued from Page 9)

the live-chicken business. The War is reputed to have enlisted the services of hired thugs, and was not unpunctuated with ugly rumours of murder. A "poultry czar" was the ligical outcome, just as chaos and public odium attending the movie business inaugurated the imperial succession in the person of "Will Hays the First."

The editorial continues to comment upon Mussolini, and continues, "The function of our podestas of the movies and the poultry coops is, however, a double one. It is to keep order within the Industry, or at least to enforce the washing of the industrial linen within the bosom of the family." The editorial finished up with the sum total of its mesage; in this way the public does not get what it wants, it is bulled into a false security by the "Czars."

The coupling of motion pictures with the poultry industry is a delicate compliment for which the Picture Industry should be grateful to The Times. As for the public, they generally get what they want when they have had their bellies full of "not getting," and if one could perform a psycho-analysis on reformers, one would find that a very great percentage of them re-act as did the preacher in "Rain."

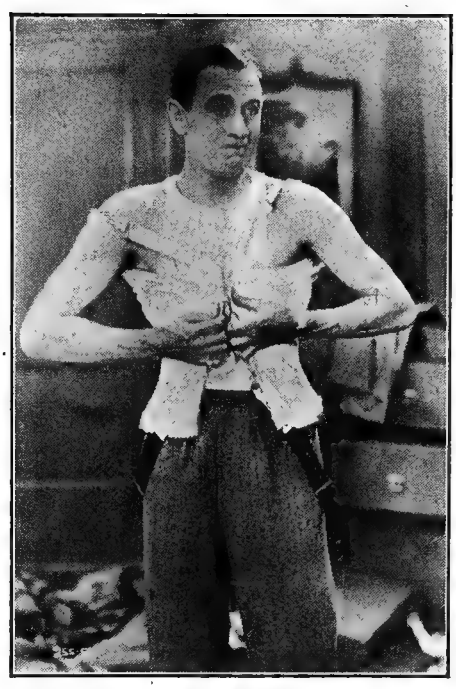
* * *

Pathe has a news reel, I believe number 59, at any rate that is the number I saw printed thereon. It deals with the visit of His Royal Highness, the Prince of Wales, to a review of Boy Scouts. The captions, or titles, speak of the future King of England as "Wales."

Now since these pictures will, no doubt, receive distribution throughout the British Empire, would it not be advisable to prefix Wales with "H. R. H. The Prince of ?" Britishers might feel offended at this "Wales" familiarity. Imagine the reaction of Americans to a British news reel which read "Coolidge lays a cornerstone, etc., etc." There is even a hierarchy in the Kingdom of Hell, Lucifer and just plain little devils. "Render Unto Caesar the things which are Caesar's."

* * *

"THE WEDDING MARCH" has the following cast: Von Stroheim and Mathew Betz, Fay Wray, who is playing the leading feminine role, Zasu Pitts, Maude George, Dale Fuller, George Fawcett, George Nichols, Cesare Gravina, Hughie Mack and Sid Bracey, Von Stroheim also directing.



These should have been labelled "Right Side Up" for Owen Moore in Metro's production, "Money Talks."

Famous Drops Unit System Long Island Studio

West Coast Studio Unit System Coming in for Revision.. Walter Wenger Arrives on Coast for Conferences with Jesse Lasky.

Walter Wenger, General Manager of the Famous Production Department, made a limited visit to the coast where he engaged in a series of conferences with Jesse L. Lasky and other executives of the Famous Players West Coast production unit.

Charles Furthman, who was formerly head of Famous scenario department, will occupy another position while the entire scenario department has been revised, retaining B. P. Schulberg, Hector Turnbull, Milton E. Hoffman, E. Lloyd Sheldon, Lucien Hubbard and Erich Pommer.

The unit system of production, which was introduced by several companies and apparently successful, appears to have fallen into Famous disfavor. This company will discontinue the system of having supervisors of units. The unit system has been stopped at the Long Island studio and will also undergo modifications on the coast.

FOR SALE

THEATRE EQUIPMENT—500 3 ply opera chairs, 1 Powers 6a complete motor driven. 1 Motiograph complete, outside shutter, motor driven, 2 Compensarcs, 110 volts. Switch-board, complete. Cotton Screen, silver finish. If interested write H. HURWITZ 467 BALMORAL ST. WINNIPEG, MAN.

Toronto Financial Post Gives an Opinion of Famous Players Canadian Corp.

Famous Players Canadian Corporation was incorporated on January 23, 1920, and since that date has grown steadily and now operates fifty-six theatres, with a total capacity of some 64,000. Through its connection with the American Company of the same name, it is in an advantageous position with regard to films. In addition, Famous Players owns substantial shareholdings in, or has operating agreements with, some twenty large theatre properties, and thus it is the dominant company in the motion picture field in Canada. The Company earns its first preferred dividend by not a large margin, but it has always earned it and paid the dividend. Thus, it has passed through successfully several bad years and has shown a steady growth. We would say, therefore, that the first preference shares are a very attractive speculation for a business man. The yield on the shares at present market prices makes them the more attractive—and, although the stock is not yet in the investment class, yet we would say that from now on the company should begin to reap the benefit from its expansion during years of depression with a consequent benefit; both in increased earnings and market prices, to the shareholders.

* * *

RAY LEWIS RESIGNATION

Followed by Creation of a New Office Advisory Secretary, M.P.T.O.A. of Canada.

OWING to the increase of editorial duties following the affiliation of The Canadian Moving Picture Digest with The Exhibitors Daily Review, Ray Lewis resigned as Secretary of the Ontario Division of the M. P. T. O. A.

But her resignation was not accepted by the members of the Association, who, together with the officers, induced Miss Lewis to accept the office of Advisory Secretary, newly created to cover the services of Miss Lewis to the Canadian M. P. T. O. A.

Mr. J. C. Brady, President of the M. P. T. O. A. of Canada, and H. Alexander, Chairman of the Board, added their eloquence to the eloquence of the other members; and Miss Lewis, as a result, is still "one of the M. P. T. O. A. boys."

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Ontario Division of M.P.T.O.A. and Motion Picture Distributors "Get Together"

THE M. P. T. O. A. of Canada, Ontario Division, and the Hays' Organization of Canada will hold a joint Motion Picture rally, early in September for the purpose of uniting all film interests on the questions governing Amusement Tax, non-theatrical film presentation, Censorship, Daylight Saving, the Music Copyright menace as it effects the Industry; and other factors which come within legalized restraint in the pursuance of the business of the Canadian Moving Picture Industry.

Already in Winnipeg, exhibitors and producers have instituted a similar rally for the purpose of combining their forces on questions which effect the Industry in general.

Recently Mr. Sydney Cohen suggested a "Get-Together" of all Film interests for the 1927 M. P. T. O. A. Convention. The events which are taking place in Canada, governing these "get together" assemblies are but in advance of this idea.

With the vast territory which the Industry in Canada covers, it is necessary that all questions which cover our Industry in Canada should be representative of the Industry; and that Legislative bodies should be aware that the Industry in Canada, which nets our country such Industry, Commerce and Trade, such a revenue, should have a voice in the making of the laws by which it shall govern itself; and that legislation which is abnoxious to one unit of the Motion Picture Industry is obnoxious to the entire Industry.

Our legislative bodies will welcome, we feel sure, a united action on questions which concern Motion Pictures; and will, we feel certain, be glad to avail themselves of the information which this Industry can place at their disposal; also the co-operation which an United Industry can render the government in a national as well as a citizenship way. Exhibitors and producers will be informed of the plans of the committees in charge of this Ontario "get together," and it is hoped that all exhibitors in Ontario will be sufficiently alive to the value of what is being proposed, and will attend the sessions in Toronto.

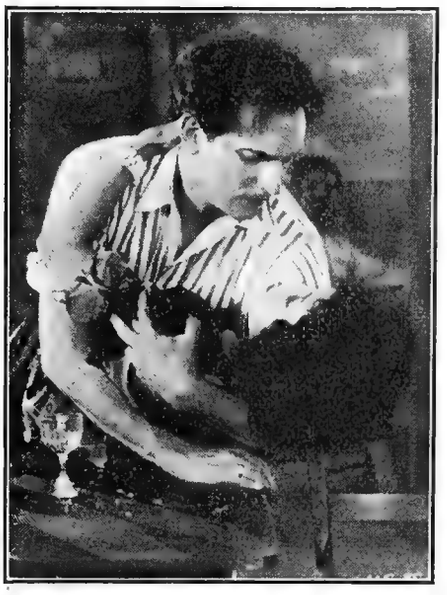
Watch for further announcements.

—ED.

* * *

Hiram Abrams Takes First Rest Since Picture Birthday

Hiram Abrams took his first holiday since his Motion Picture Birthday. Mr. Abrams has a ninety-six acre farm at Poland, Me., the scene of his vacationing.



JOSEPH SCHILDKRAUT

plays the lover with thrilling abandon in P. D. C.'s production "Shipwrecked."

"THE MONKEY TALKS"

Stage Hit Adaptation for Fox Programme of Big Ones.

"THE MONKEY TALKS" is a love story of the circus — romantic and mysterious. The central character is a man who masquerades as Faho, the talking monkey. He is deeply in love with the pretty slack-wire performer who laughs at his antics, nightly, believing, with thousands of others that he is a real monkey. The denouement, when the monkey talks, is a sensation and has piled up tremendous prestige as a stage hit.

General Federation Women's Clubs Demand Better Movies

The General Federation of Women's Clubs has been campaigning for "Clean Movies;" now it has been advised by the New York World to continue the good work in a demand for "Better Movies."

The World states that the "Movies" are almost uniformly bad, dull, vacous and without sense. In literature they would corespond, continues the view-point of The New York World, with the cheapest and most unprobable stuff purporting to deal with the wild west and so-called high life. "Situations incredible," "Motivation false and ludicrous, no characterizations." Photography only good, outside of this we are all right.

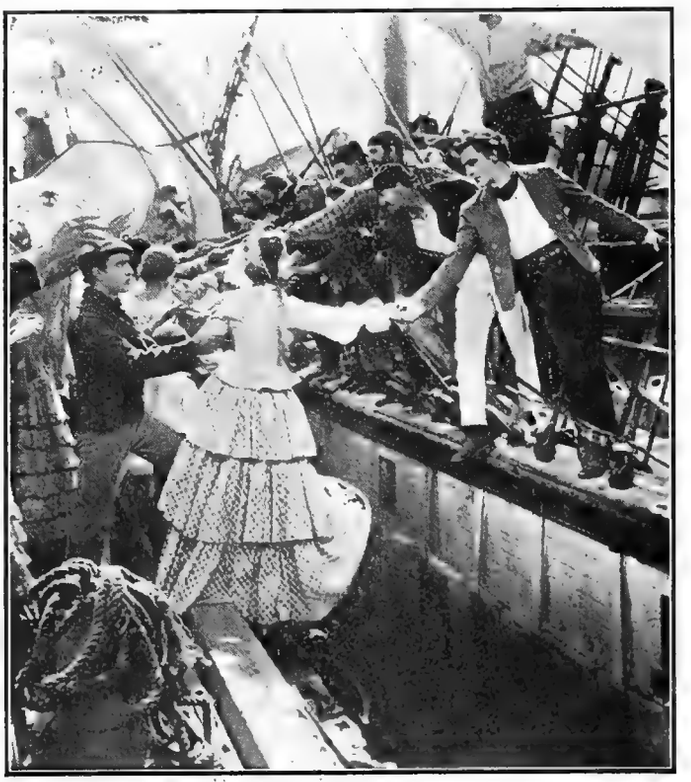
* * *

English Diarist Claims England Experimented in Movies 1679

Ralph Thoresby, an English diarist, states that in 1679 he went to see moving pictures, which he called "a curious piece of art, the landscape looks as an ordinary picture till the clockwork behind the curtain is set at work, ships move and sail, a coach comes out of town, horses move, wheels are turned, the coachman drives on, a gentleman in the coach salutes the company, a hunter also and his dogs keep their course till out of sight;" and so motion pictures after all was visioned in past centuries.

* * *

VIOLET PALMER, who recently finished a feature role in "The Jade Cup" for F. B. O., has returned from a brief vacation with friends at Big Bear Lake.



John Barrymore and Dolores Costello in a "touching" farewell scene from Warner Bros. "The Sea Beast."

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There is No Hot Weather Slump for P.D.C. Exhibitors

It Takes Real Pictures to Break Records in Summer

RIGHT NOW, when the thermometer is at the year's highest point, is when you need outstanding attractions to coax people into your theatre--and it's RIGHT NOW that Producers Distributing Corp. is releasing the BIG PICTURES OF THE YEAR. Here are three that are smashing house records from coast to coast:--

Cecil B. DeMille's Masterpiece

"The Volga Boatman"

Al Christie's Laugh Special

"Up In Mabel's Room"

Rupert Julian's Production

"Silence"

These three outstanding hits are ready for immediate booking. They are playing the leading first-run houses of the Dominion and each of them has smashed house records in many places.

Producers Distributing Corp. has earned its place at the head of the Film Industry by furnishing Exhibitors Good Pictures One after Another.

Regal Films Limited Sole Distributors for the Dominion of Canada

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Single Reels Needed to Make a Properly Balanced Program

Pathe News

ISSUED WEEKLY

The peer of all news reels. "Scoops" all others in every issue. This is the Canadian edition. Your patrons look forward to seeing Pathe News every week with as much anticipation as to the feature picture.

Pathe Review

ISSUED WEEKLY

The screen's only magazine. Always something new and something different. Much of it in technicolor. It adds a touch of class and originality to your program. The only reel of its kind in the world.

Topics of the Day

ISSUED WEEKLY

Wit and Wisdom gleaned from the press of the world. More laughs in this than in the average two-reel comedy. Thousands of newspapers and magazines contribute to the make-up of this unique reel.

Aesop's Film Fables

ISSUED WEEKLY

Animated cartoons that have become the talk of two continents. They are run regularly in the leading picture and vaudeville theatres in all parts of the world. Run these as a feature of your programs.

Grantland Rice's Sportlights

ISSUED SEMI-MONTHLY

All kinds of sports treated and illustrated in a most unique and original manner. Every one is interested in sports of some kind, so these are bound to please.

Your every need for Short Subjects can be adequately filled by us. We are continually adding new novelties and keep abreast of the times with every important happening.

REGAL FILMS LIMITED Toronto - Montreal - St. John
Winnipeg - Calgary - Vancouver

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Producers' Distributing Corp.

presents

JETTA GOUDAL

and

LIONEL BARRYMORE

in

"PARIS AT MIDNIGHT"

Glamor — Romance — the lure of a maid for a man — Paris — hilarious — free!

Before Buying Pictures Read The Digest Advertising Pages.

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SHOWMANSHIP

HERBERT JENNINGS PUTS IT OVER

Interviewed and written by
RUSSELL J. WALDO.

A VERY costly dimming board has been installed in the Palace Theatre by which lights may fade out while others fade in. By this board all house lights may dim with the stage lights, combinations of lights may be dimmed out and in, and scores of effects which could not be obtained by the use of ordinary switches are thus obtained.

The switchboard operator has a signal system to the dressing rooms for the artists, annunciators for the acts are controlled by the board, as well as the signal to the orchestra leader to take up the music of the next act.

The que sheet for the lighting effects is made out at the Palace Theatre and are indispensable to the projection room and the switchboard operator for the correct color and light effects. It tells of the intensity, color, and at what point in the act it should be carried out. This is illustrated with both projection and stage sheet.

A bell is installed from the organist to the projection booth. This gives the organist an opportunity to call the operator's attention to any error in the picture, as she must be watching the screen at all times.

* * *

When the film arrives at the Palace Theatre the operator places tin foil two minutes from the end of the film. This causes a contact through a roller in the projection machine before the end of the film. This being entirely automatic makes a very accurate method of holding closely to schedule by automatically warning the stage manager of the coming end of the film.

The huge fan is controlled from the projection booth. The fan is directly above the boot, being taken care of by a fourteen foot multiblade fan operated by a fifteen horsepower motor. The volume of air is controlled by four three by fourteen foot shutters. A twenty by forty foot lattice is located above the stage and orchestra and a ten by twenty foot lattice is located above the balcony. This ventilation is taken care of through a twenty five foot high attic. However, this fan cannot be operated during the vaudeville because of the suction. During the sumemr cold air is forced into the auditorium by a big blow fan.

(To be continued.)

MAKE YOUR LOBBY APPEAL

Play Up the Graphic Part of Your Pictures and Catch the Eye of Your Patrons

FOR the lobby—fewer printed signs and more pictorial display. Theatre patrons as they are passing through the lobby do not want to stop and read signs telling all about coming attractions.

And it isn't necessary for them to stop and read printed messages now because of the accessories in the way of artistic one sheets and lobby cards that are being prepared by the producing companies.

ONE SHEETS

For the general attractiveness of the lobby, it is much more advisable to use illustrative material.

The one sheets that are now being issued are very artistic and are made up of vivid color combinations and compel the passer-by to look at it. But they do not have to halt in their tracks.

The title is there—the names of the players—and an accompanying painting or drawing from a scene in the picture, giving the onlooker an idea as to the type of picture it is—these are all on the three sheet.

ARTISTIC POSTERS

These artistic posters when placed in a regular lobby frame help considerably in dressing up the lobby. In the event that the theatre does not use lobby frames, the posters when tacked up neatly on the walls are still a big help.

For theatres that have wall paneling of greater height, it is possible to use the three sheet.

The artists who work up the scenes for the press book which are later to be copied by the exhibitor when he has his lobby cards prepared, get some excellent action scenes right from the picture. They keep their drawings as simple as possible and yet attain very striking effects.

Besides the one sheets, the lobby card is now being used more extensively. Theatre managers may get the idea for their lobby cards from the press sheets that the various companies send out.

One or more of the styles illustrated for the picture can be selected by the manager. He then takes it to the person who does his art work and has a copy made. And that's all that the artist need do—simply copy it as it appears in the press book.

USE STILLS

Before placing the card in his lobby, the manager can give it a finishing touch by pasting on one or two representative stills from the picture that he is advertising.

But the big idea is to break away from the use of signs in which the type predominates and play up the graphic part of the picture.

Therefore, by using the one sheet and the lobby card the manager can greatly improve the appearance of the lobby and at the same time put over the printed message that formerly failed.

TIE UP THE TOWN

Brilliant Exploitation in Los Angeles of DeMille's "The Volga Boatman"

ONE of the most thorough exploitation campaigns tried in a long time was employed by the new Carathay Circle Theatre in Los Angeles for their presentation of the De Mille super-special "The Volga Boatman" which opened this new screen palace on May 18th.

Supplementing the book store, music store and department tie-ups on the special sheet music and the novel, a city-wide tie-up was made with the chain of Owl Drug Stores on a special ice cream which was advertised and served as a "Volga Boatman Sundae."

Bright yellow snipes announcing the Volga Boatman Sundae and mentioning the showing of the picture at The Carathay Circle were pasted on all of the Owl Drug Store windows and the mirrors behind their soda fountains. Bright yellow ribbon badges containing the same inscription were also worn on the white jackets of the soda clerks and it is impossible to estimate how many thousands of prospective patrons had these attractive announcements flashed before their eyes in a manner that compelled reading.

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Ray Lewis Monthly Reviews

"See No Evil" - "Hear No Evil" - "Speak No Evil"

Class A—B—C—D According to Their Drawing Power and Their Merit

CLASS A +

PARAMOUNT, U. F. A. release, starring *Emil Jannings* and *Lya De Putti*, written and directed by *E. A. Dupont*. I wish that I was clever enough to find a few places in the story, the acting, and direction, which could be improved upon. At times, rare times, we find a picture so admirably told and acted that we extol its virtues to overshadow the vulnerable spots which might be assailed, but in "Variety" I cannot go into a lengthy admiration of it for I have no critical conscience to down or drown. If there is such a thing as perfection obtainable in Life, then "Variety" is perfection in pictures.

One thing I must stress; and that is the director's sense of focussing upon his characters to tell his story. The story is registered in the head, the back of it and the front, called the visage. In the body of the players to the waist line; and Dupont only gives you full form views of his characters when the action of the whole body is needed to register his idea, and bring out the strength of his close-ups by contrast.

He handles the camera so that it too is a player, doing its intelligent part towards telling the story, instead of being merely a recorder of events and motions; and this is the big thing of "Variety" which our directors might follow to our picture production advantage.

Emil Jannings is an artist who will very shortly establish a box-office value on his very own. Lya De Putti has a beautiful and expressive face, a bit heavy in body, but ideal for this lustful daughter of men.

It must have interested producers and directors who have been pursuing the sex appeal in pictures to see how this life force can be handled and presented. Handled as Walt Whitman handled it, true to life and therefore, full of poetry; and the instinct of even a savage has a sense of poetry. King Vidor sensed the poetry of sex in "The Big Parade."

Take the dollar sign away from your presentation of "Sex" and your story material and value is there, as it is in "Variety."

CLASS A

"MEN OF STEEL," First National, Milton Sills feature, directed by George Archainbaud, gives Sills another splendid opportunity to put over the kind of a part with which his name and talents are becoming identified.

The scenes reflecting the life of the Steel Mills furnish the realities of this picture to such a degree that no audience can view them without experiencing an emotional reaction. There is the usual amount of "hokum" to build up situations and inject a humourous vein into the veins of steel, but it is cleverly injected and secures the desirable thrill, so why take your microscope along with you? Sufficient until the theme is the action thereof; and in giving "Men of Steel" a Class A rating, I take into consideration its educational bits and the draw of Milton Sills through past big, and much advertized big pictures.

Doris Kenyon could not be improved on for her part.

* * *

CLASS B

"UP IN MABEL'S ROOM," — Marie Prevost, Producers' Distributing Corporation feature, Al Christie has registered another joy-provoker with the co-operation of E. Mason Hopper.

Mabel divorces her husband and then wants him back again. As far as she goes he is her husband divorced or otherwise, but he is such a proper husband that Mabel's advances and familiarity shock his sense of propriety. There isn't much of the story which does not happen in Mabel's room. La! La! La! "she is a beautiful little devil," as we would say in French, if we did not talk English.

Phyllis Haver and Harry Myers, Harrison Ford and Paul Nicholson, not forgetting Sylvia Breamer, round out a cast of players that keep "stepping on the gas" continually.

Its entertainment value is certainly Class A but you have to visit Mabel's Room to realize how entertaining Marie Prevost and her room can be.

* * *

CLASS B

"SAY IT AGAIN," Famous, Richard Dix, George Barr McCutcheon picture, and you know what Dix can do by way of good work; and McCutcheon's style of story. This one introduces the unknown kingdom of Spezonia with a princess in the person of Alyce Mills who is good enough to love, honour and obey, even if she was not a princess who must not marry where her heart directs.

There is a good deal of splendour about this story which has an after-war flavour. Chester Conklin, the sausage prince, makes Dix work very hard to keep this picture aglow with his star lustre.

"Gunboat" Smith, as a pugilist, is not at all a bad actor; and much better than I expected.

CLASS B

"PARIS," Metro-Goldwyn-Mayer, Charles Ray feature, Edmund Goulding is responsible for the story and the direction, which deals with Young America selling "Paris."

Joan Crawford gives a brilliant performance and although the story is a bit fantastic and "thick" as one would say in England, it stages a comeback for Charles Ray and gives him an opportunity to display his versatility in handling comedy as well as the serious stuff.

* * *

CLASS B

"LOVEY MARY," Metro-Goldwyn-Mayer feature, directed by *King Baggot*, and starring *Bessie Love* of diminutive stature but gigantic talents.

The story is an adaptation of "Mrs. Wiggs of the Cabbage Patch," by Alice Rice. Mary Alden gets another glove-fitting part in "Mrs. Wiggs," and William Haines as "Billy," comes into his own also.

Martha Mattox and Vivian Ogden present clean-cut characterizations of an orphan asylum matron who is soured upon humanity for bringing children into the world and then dying; and the village gossip, played by the latter in her usual amusing and gossippy fashion.

The kind of picture which will always appeal, and to both sexes, all ages. It might be interesting to add that Bessie Love, as the little orphan of the story, was a "love." She looked a child and lived the part.

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Ray Lewis Monthly Reviews--continued

CLASS B

"ELLA CINDERS," First National, Colleen Moore feature. I have seen Colleen Moore in pictures which I liked better, although "Ella Cinders" gives her an opportunity for some broad comedy bordering upon farce; some emotional bits which she does very well indeed, and shows off her very large brown eyes to advantage.

Ella dreams of a "movie career" and wins a trip to Hollywood through a bunk picture stunt; making good after nearly being eaten alive by a lion used upon location. In addition she wins the lad of her "Prince Charming dreams." It is another version of Cinderella. Lloyd Hughes has a heroic part, not giving him much opportunity and he does the best he can with the material on hand.

The village "cut-ups" which are represented by Jed Prouty, Mike Donlin, and Jack Duffy, are some of the best bits in the picture.

* * *

CLASS B

"BIGGER THAN BARNUM'S," an *F. B. O.*, by *Arthur Guy Empey*. A picture of the saw-dust ring, with plenty of love sprinkled thereon to give it heart interest.

Ralph Ince who directed the picture registered the real circus atmosphere. Ralph Lewis, Geo. O'Hara, Viola Dana and Ralph Ince contribute equally to the success of the film; not what one might call big stuff, but a good enough picture to please the average taste which is looking for recreation.

CLASS B

"MANTRAP," Paramount, directed by *Victor Fleming*. An adaptation of the Sinclair Lewis novel, and anyone reading the book and seeing the picture will agree that the screen version is by far the more interesting of the two versions of the story.

The triangle theme is here, with Clara Bow as the baby vamp, who even turns her seductive charms upon the trappers of the woods when taken out of her city environment. This picture certainly gives Clara Bow her chance to register that there is a little cuddler that is going to attract attention; and as a star she is going to be a good bet for someone to contract for.

Ernest Torrence always makes his part stand out strongly; and his artistry and individuality can almost lift up any picture that is not hopelessly enmeshed in "nothings."

The subtitles by George Marion, Jr. add to the value of the production. What is particularly gratifying about "Mantrap" are the little touches of artistry and originality which Fleming has introduced, showing us that we too as well as the foreign directors, know how to express the details, the finesse which counts, if given a chance for such expression.

CLASS B

"FOOTLOOSE WIDOWS," Warners, Louise Fazenda and *Jacqueline Logan* feature. Good Summer entertainment. Two supposedly mate-seeking widows in quest of husbands. Louise gets an opportunity to "cut up" and she makes the most of the comedy situations. Roy Del Ruth directed. Jason Robards supplied an excellent foil from the male angle for the "Footloose Widows." A bit light, but still light enough to lighten the heavy heart. All Warners cannot be "Sea Beasts" and "Don Juans."

* * *

CLASS B

"THE PALM BEACH GIRL," Famous Players, Bebe Daniels feature —directed by Erle Kenton. Bebe visits Palm Beach. She has an aversion to salt water, fresh water, every kind of water, but the water that flows in the bath-tub. So fate keeps her surrounded by plenty of "water, water everywhere," which she must conquer, or be conquered with. Bebe Daniels is a splendid performer. Attractive, magnetic, seductive, and with the sufficient amount of brain which makes her a fine actress also. Josephine Drake, as the "Live Wire" Aunt of Bebe, registers some noticeably fine scenes, while the male cast fill in the necessary gaps in order to give Bebe a chance to appear and reappear.

The story is summery, as its title, one does not expect too much from a Palm Beach girl; and Bebe never disappoints you in regard to herself.

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NEW YORK THEATRES

MARK STRAND—"The Son of the Sheik," with Rudolph Valentino, Vilma Banky, George Fawcett, Montague Love and Agnes Ayres. United Artists.

CAPITOL — "The Waltz Dream," with Mady Christians, Willy Fritsch and Zenia Desni, adapted from Oscar Strau's operetta of the same name, directed by Ludwig Berger—Famous, U. F. A.

RIVOLI—"You Never Know Women," with Florence Vidor, Clive Brook and Lowell Sherman, adapted from Ernest Vajda's story, directed by Wm. Wellman—Famous.

COLONY—"The Plastic Age," with Clara Bow—Universal.

CAMEO — International Film Art Guild's repertoire; "Dr. Jekyll and Mr. Hyde"; "The Lotus Eater"; "Beau Brummell."

BROADWAY — "The Wise Guy," with Mary Astor, James Kirkwood and Betty Compson, First National.

ASTOR — "The Big Parade," with John Gilbert and Renee Adoree; adapted from a story by Laurence Stallings; directed by King Vidor—Metro-Goldwyn-Mayer.

CRITERION — "Mare Nostrum," with Alice Terry and Antonio Moreno; adapted from Blasco Ibanez's novel; directed by Rex Ingram—Metro-Goldwyn-Mayer.

RIALTO — "Variety," with Emil Jannings, Lya De Putti and Warwick Ward; directed by E. A. Dupont—Famous, U. F. A.

LOEW'S LEXINGTON—"Men of the Night," with Gareth Hughes; "Sweet Daddies," with Charles Murray; "Ella Cinders," with Colleen Moore; — "Mismates," with Kenyon—First National.

LOEW'S NEW YORK — "Bravehearts," with Rod LaRocque; "Men of the Night," with Gareth Hughes; "Dream Street"; "The Volga Boatman"—P. D. C.

LOEW'S STATE — "Men of the Night," with Gareth Hughes; "Mismates," with Doris Kenyon—First National.

OLYMPIA — "Ella Cinders," with Colleen Moore, First National; "The Volga Boatman," P. D. C.

PLAZA — "The Marriage Circle," with Adolphe Menjou — Warners; "Lovey Mary," with Bessie Love—Metro-Goldwyn-Mayer; "Eve's Leave," with Leatrice Joy — First National; "Ranson's Folly," with Richard Barthelmess — First Nat.

SHERIDAN — "Ranson's Folly," with Richard Barthelmess — First National; "Tramp, Tramp, Tramp," with Harry Langdon—First Nat.

BROOKLYN STRAND — "Men of Steel," with Milton Sills — First National.

We don't think "all the nice girls" would love THIS sailor; from F. B. O.'s production, "Shipwrecked," directed by Joseph Henaberry.

THEATRES FOR F. B. O.

With Joseph P. Kennedy succeeding Major H. C. S. Thomson as president of the F. B. O. comes a further report that the new president has been conferring with bankers with a view to obtaining seven and one-half million of dollars with which to build, buy, or affiliate, a chain of theatres across the American continent.

* * *

"Flame of the Yukon" Has Fine Supporting Cast

The cast of "The Flame of the Yukon," a P. D. C. feature, includes Matthew Betz, who was seen with Seena Owen in "Shipwrecked." Jack McDonald, who appeared with signal success in "Don Q," "The Spoilers" and many other pictures. Vadim Uraneff, who made a hit in "The Sea Beast" and "Siberia," and Winifred Greenwood, who was seen in "The Two Orphans," "The Crystal Gazer," "Maggie Pepper," "The Faith Healer" and many other notable successes.

Toronto Theatres

HIPPODROME — "The Great Deception," Aileen Pringle, Ben Lyon. First National.

PANTAGES—"The Cat's Pajamas," Betty Bronson, Ricardo Cortez — Paramount.

LOEW'S—"Black Paradise," Madge Bellamy and Edmund Lowe — Universal.

TIVOLI—"The Love Thief," Norman Kerry and Greta Nissen — Universal.

Neighborhood Theatres

PALACE—"Say It Again," Richard Dix—Paramount.

ST. CLAIR—"Rolling Home," Reginald Denny—Universal.

YORK — "Beverley of Graustark," Marion Davies—Regal.

COLLEGE—"The Wilderness Woman," Aileen Pringle—First Nat.

BEACH — "Ella Cinders," Colleen Moore—First National.

CAPITOL—"The Shamrock Handicap," All Star Cast—Fox.

ALHAMBRA "Her Second Chance," Anna Q. Nilsson—First National.

PARKDALE — "Rolling Home," Reginald Denny—Universal.

OAKWOOD—"Say It Again," with Richard Dix—Paramount.

BEAVER — "The Sporting Lover," Conway Tearle—First National.

MADISON—"Bride of the Storm," Dolores Costello—Warner.

PARK — "Tony Runs Wild," Tom Mix—Fox.

* * *

Chaplin's "Circus" Picture For New Gallery Kinema, London.

Charlie Chaplin's latest picture "The Circus," has been booked for the New Gallery Kinema, Regent Street, London. It opens there early in the Fall and the P. C. I. circuit follows.

Another form of "the Eternal Triangle" from Warner Bros, "Passionate Quest," with May McAvoy and Louise Fazenda as two of the angles.

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CANADIAN MOVING PICTURE DIGEST

Vol. 18, No. 14. TORONTO 2, CANADA August 7th, 1926

Metro-Goldwyn-Mayer sure has the line-up for 1926-27!!
Oh what a great big wonderful comedy he has made!
BUSTER KEATON
in BATTLING BUTLER
IS JUST ONE OF THE PRIZE PACKAGES IN THE PARADE OF HITS
MGM is all excited about it!

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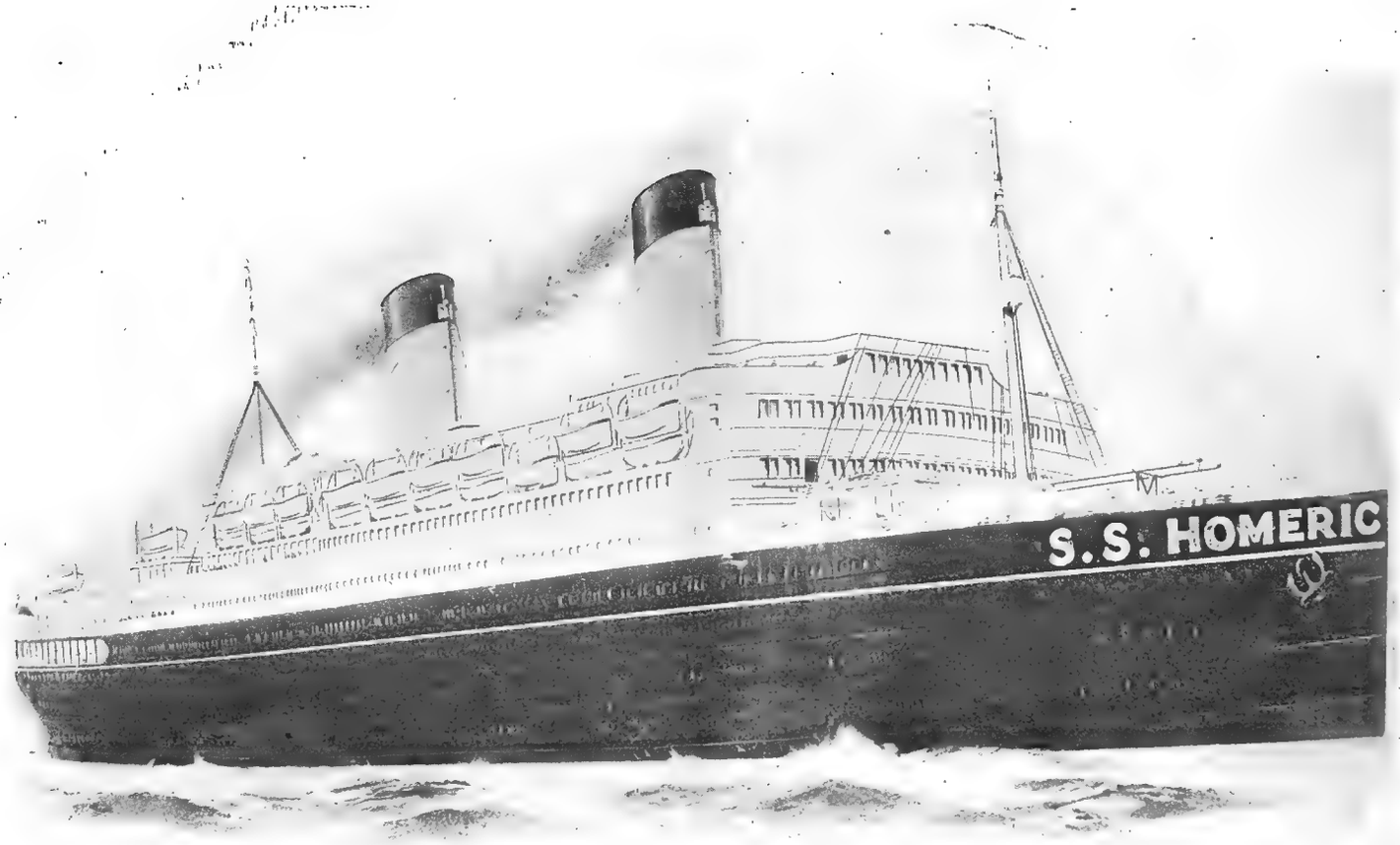

IT'S HERE!

AT last
AFTER months of waiting
IT'S here—the miracle picture!
THE arrival of the S. S. Homeric
THIS week from abroad
IS a date important in film history.
IT marks the delivery in America of
REX Ingram's crowning box-office triumph
"THE Magician" by Somerset Maugham
WITH Alice Terry, Paul Wegener.
MONTHS in the making, a giant attraction
ONE of the Big Things for 1926-1927. Watch!

ONE OF THE PARADE OF HITS FROM METRO-GOLDWYN-MAYER

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The Box Office is the Answer!

PRESENTED BY
BRITISH NATIONAL PICTURES LTD.
BY MARJORIE BOWEN
SCENARIO AND DIRECTION
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STARRING

Dorothy Gish

(Courtesy of Inspiration Pictures - Inc.)

$26,000 Last Week at Rivoli, N. Y.---Hottest Week of Summer!

$58,000 at Oriental, Chicago!

At Howard, Atlanta, Ga., Best Business in Eight Weeks!

CHECK THE AMAZING BUSINESS being done amid the hectic heat of Summer by NELL GWYN, MANTRAP, VARIETY, PADLOCKED, ALOMA—and the ONLY ANSWER TO 1926-7 is

15th BIRTHDAY GROUP

Paramount Pictures

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9TH ANNUAL PAR

September

There are Baby Weeks--Food Weeks-
--But the real CLEA

"Paramou

Nationally advertised Paramouut Pict
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We are ready to take care of you
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AMOUNT WEEK

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lean Up Weeks and all sorts of weeks
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s combined with nationally advertised
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Paramount Week Bookings and your
with special Paramount Week accessories-

DO IT NOW"

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THEY KNOW ME IN 17 COUNTRIES and SPEAK MY NAME IN 37 DIFFERENT LANGUAGES

I HAVE APPEARED IN PRACTICALLY ALL TRADE PAPERS and NATIONAL PUBLICATIONS

15,600,000 FAMILIES SEE ME SOMEWHERE EVERY DAY

I INSURE YOUR BUSINESS and YOUR PATRONS WITH THE BEST---WHICH SPELLS SUCCESS

TO DRAMA AM I COUNTERPART

I AM THE LONG AGO, THE NOW, AND THE HEREAFTER

I SING THE SONG OF LIFE

I AM THE PARAMOUNT TRADE MARK AND WHEN YOU INSERT THIS LINE---

"This is a Paramount Picture"

(Which you have seen Advertised in your Favorite Magazine)

IN YOUR OWN THEATRE COPY---YOU TIE UP WITH $15,000,000 CAMPAIGN WITHOUT COST TO YOU---THINK IT OVER!

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It Takes Real Pictures to Break Records in Summer

RIGHT NOW, when the thermometer is at the year's highest point, is when you need outstanding attractions to coax people into your theatre---and it's RIGHT NOW that Producers Distributing Corp. is releasing the BIG PICTURES OF THE YEAR. Here are three that are smashing house records from coast to coast:--

Cecil B. DeMille's Masterpiece

"The Volga Boatman"

Al Christie's Laugh Special

"Up In Mabel's Room"

Rupert Julian's Production

"Silence"

These three outstanding hits are ready for immediate bookings. They are playing the leading first-run houses of the Dominion and each of them has smashed house records in many places.

Producers Distributing Corp. has earned its place at the head of the Film Industry by furnishing Exhibitors Good Pictures One after Another.

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A BREEZY FARCE COMEDY
from the A.L.H. WOODS' STAGE SUCCESS

AL CHRISTIE'S Surprise Special

"UP IN MABEL'S ROOM"
WITH
HARRISON FORD
PHYLLIS HAVER

This is an Ideal Hot Weather Picture

ROMANCE SUPREME! CECIL B. DEMILLE'S PRODUCTION

THE MASTERPIECE OF A MASTER PRODUCER,

"The VOLGA BOATMAN"

Adapted from KONRAD BERCOVICI'S novel

WITH
WILLIAM BOYD
ELINOR FAIR
VICTOR VARCONI
JULIA FAYE
THEODORE KOSLOFF

The gripping love story of a Princess and a plebeian boatman in a storm-swept country,

THE THRILLING MYSTERY MELODRAMA

SILENCE

WITH
VERA REYNOLDS
H. B. WARNER
RAYMOND HATTON
ROCKCLIFFE FELLOWES, JACK MULHALL & VIRGINIA PEARSON

A tense, absorbing story that will live long in memory and that holds one spell bound

3 BIG HITS YOU CAN BOOK RIGHT NOW!

Three Producers Distributing Corp. Features that you will be proud to show your patrons

It's P. D. C. that has the Big Attractions all the year around and One after Another

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With "More Stars than there are in Heaven"

Producers Distributing Corp.

With Cecil B. DeMille in Personal Charge

Special British Productions

The Best the Old Country Produces

Many of these Pictures are already made and many others are in production. We know exactly what they are. If you request it one of our representatives will call on you and explain each of them in detail. After this has been done and you are not convinced that we have the Best Feature Pictures that will be produced during the Season, why, just pass them up. You'll be under no obligation of any kind. Isn't that a fair proposition! Write our nearest Branch Exchange to-day.

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WHAT OTHER COMPANY, BUT UNIVERSAL, WOULD THINK OF including four genuine "super special" pictures in its regular selling list instead of jerking them out and selling them separately at "super special" prices?

I TAKE PLEASURE IN CALLING YOUR ATTENTION TO THIS BECAUSE I want you to realize that Universal has always given you full measure and running over!

UNIVERSAL'S GREATER MOVIE LIST IS EASILY THE GREATEST MOVIE list ever offered to you. From start to finish it is a scientifically compiled list of pictures suited exactly to your box office needs.

EVERY PICTURE ON THE LIST IS WORTHY BUT—

AT LEAST FOUR OF THEM WOULD HAVE BEEN CONSIDERED altogether too big in profits to be included in any block of pictures on earth. I myself could take each of these four, get back of them with a big noise and a special sales force and sell them all over the world at a tremendous increase in price. And even at that there would still be a big thing in it for you.

"POKER FACES," "HER BIG NIGHT," "THE MARRIAGE CLAUSE" AND "The Old Soak" are just as big as any special pictures on the market today—just as big in profits for you.

I'LL ADMIT THERE IS ALWAYS A TEMPTATION TO TAKE SUCH pictures away from the regular list and sell them separately. I'll admit it has been suggested to me, and with plenty of good plausible arguments for doing it.

BUT YOU'LL FIND MY ANSWER IN UNIVERSAL'S GREATER MOVIE List, for you'll find these four master-pieces right where you can get a fair shot at them at prices far less than they are worth to you.

YOU DON'T GET SKIMMED MILK WHEN YOU BUY THE UNIVERSAL Greater Movie List. You get the cream of the cream.

NO COMPANY IN THE WORLD HAS CARRIED ON A LIVE-AND-LET-LIVE policy for so many years as the Universal. No company in the world has shown a more liberal spirit in taking you into partnership on all of our good things.

WE ENJOY THE GREATEST GOOD-WILL ANY COMPANY IN THIS industry has ever known—and the Greater Movie List will make it still greater!

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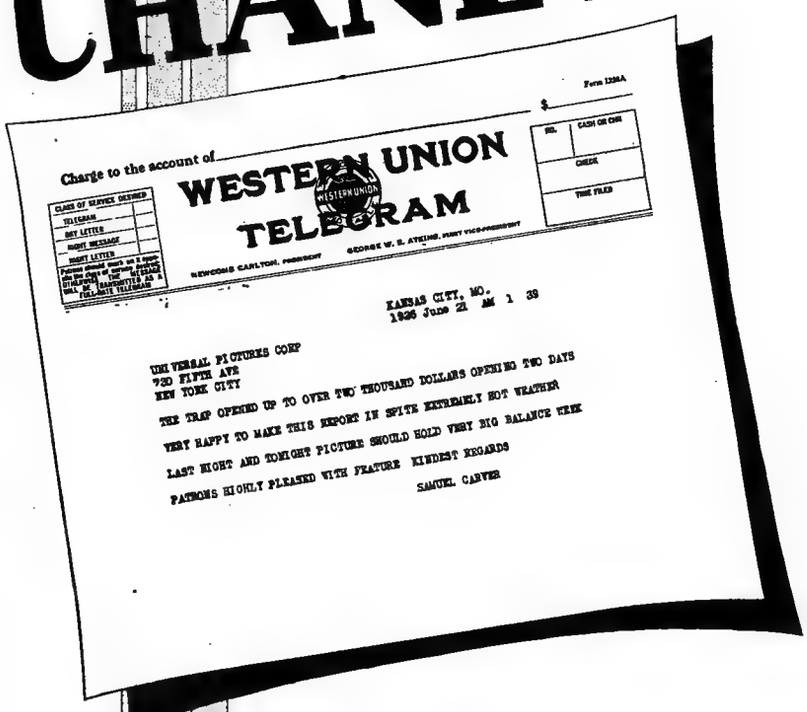
LON CHANEY



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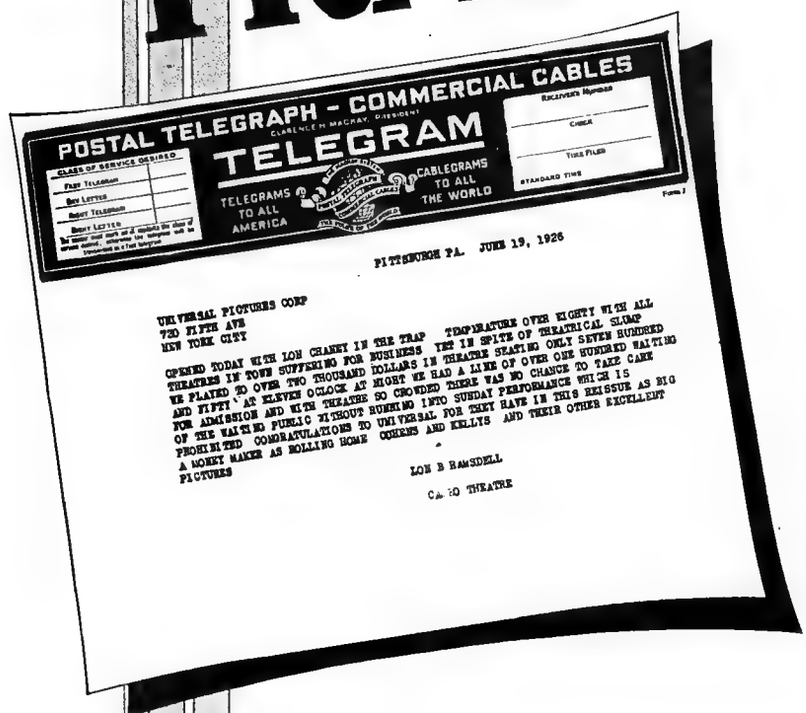
VERY HAPPY TO MAKE THIS REPORT IN SPITE EXTREMELY HOT WEATHER
LAST NIGHT AND TONIGHT PICTURE SHOULD HOLD VERY BIG BALANCE WEEK
PATRONS HIGHLY PLEASED WITH FEATURE KINDEST REGARDS

SAMUEL CARVER

The TRAP



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OPENED TODAY WITH LON CHANEY IN THE TRAP TEMPERATURE OVER EIGHTY WITH ALL THEATRES IN TOWN SUFFERING FOR BUSINESS YET IN SPITE OF THEATRICAL SLUMP WE PLAYED TO OVER TWO THOUSAND DOLLARS IN THEATRE SEATING ONLY SEVEN HUNDRED AND FIFTY AT ELEVEN OCLOCK AT NIGHT WE HAD A LINE OF OVER ONE HUNDRED WAITING FOR ADMISSION AND WITH THEATRE SO CROWDED THERE WAS NO CHANCE TO TAKE CARE OF THE WAITING PUBLIC WITHOUT RUNNING INTO SUNDAY PERFORMANCE WHICH IS PROHIBITED CONGRATULATIONS TO UNIVERSAL FOR THEY HAVE IN THIS REISSUE AS BIG A MONEY MAKER AS ROLLING HOME CONEYS AND KELLYS AND THEIR OTHER EXCELLENT PICTURES

LON B HAMMELL
CAMEO THEATRE

$ummer Dollar$

Universal does it again!
First—
"Outside the Law"
To clean up
Summer Dollars
For you.
Now—
LON CHANEY
in
"THE TRAP"
To chase the glooms
At the time
When you need it.
Read the wires—
—THE FACTS—
About the test runs
That caused Carl Laemmle
To say
"Give exhibitors
'The Trap'
NOW!—
Give 'em
NEW prints—
NEW posters—
NEW accessories—
EVERYTHING new—
Give 'em a CLEAN-UP
When they need it!"

WITH AN ALL-STAR CAST
including
IRENE RICH
SPOTTISWOODE AITKEN
ALAN HALE
FRANK CAMPEAU
and other equally prominent players

Directed by Robert Thornby

UNIVERSAL JEWEL

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IT CR
MADAN
"Contains enough action for a dozen movies, enough drama for a score of plays, and it is finely acted throughout. Furthermore, 'MEN OF STEEL' is as powerful as its name."
—New York Daily News.
First National Pictures

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KED BROADWAY WIDE OPEN!

For two weeks in the toughest season of the showman's year---right in the midst of the hottest weather---it smacked the N. Y. Strand house record right through the roof!

Never before has a special faced such a test for its world premiere. An easier date could have been set, but First National deliberately chose July 11th when Joseph Plunkett offered two weeks straight for "Men of Steel"—any time, Summer, Fall or Winter!

FIRST NATIONAL ASKS NO EASY BREAKS FOR "MEN OF STEEL."

Two years of intensive creative effort have evolved the Giant among Specials—mighty with the clash of human drama amid the thunder of furnaces and cauldrons—THE UNBEATABLE TOP-MONEY-GETTER OF THIS YEAR AND NEXT!

RICHARD A. ROWLAND
Presents

MILTON SILLS
IN
MEN OF STEEL

WITH

DORIS KENYON

Directed by **GEORGE ARCHAINBAUD**

Produced under the Supervision of **EARL HUDSON**

First National's *Giant among Specials*

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Chester Conklin keeps 'em laughing in "The Great Love," Metro-Goldwyn's production with Viola Dana and Robert Agnew, directed by Marshall Neilan.

Julian Eltinge does his best to misbehave in P. D. C.'s comedy, "Madame Behave."

"Laying Down the Law."
One of the interesting scenes from P. D. C.'s "Shipwrecked" in which Seena Owen and Joseph Schildkraut are featured.

Owen Moore tries to be a "perfect lady" with Claire Windsor in Metro-Goldwyn-Mayer feature, "Money Talks."

Another virile scene from Warner's "The Sea Beast," with John Barrymore.

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Canadian Moving Picture DIGEST

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Editor and Managing Director
GEORGE C. WILLIAMS
President

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Established in 1915 for Exhibitors
Subscription: $5.00 yearly
Telephone: Trinity 1481

Vol. 18, No. 14. TORONTO, CANADA Aug. 7th, 1926

Ray Presents

EN-ROUTE from Atlantic City to Toronto, I stopped over to say "Hello" to our "observing Mac" of the Exhibitors Daily Review. If there was money in smiles, Mac's would be worth three good feature pictures, plus Hal Roach's Comedies featuring "Our Gang."

* * *

By the way, isn't or aren't, (the salt water is still in my ears and interferes with my listening to my correct grammar). Isn't "Our Gang" under Roach's fatherhood presenting some "Live Babies?" the last one I saw was "Buried Treasure." It was good through and through and as for entertainment value "The Gang" are there—or is it, is there? (Oh, that salt water and sand are everywhere!)

* * *

I said "Hello" to Nicholas Schenck also. Every time I say "Hello" to "Nick," I become more and more convinced that America is suffering a great loss in not having Nicholas as World Ambassador. There would be no country in all the world as popular as the U. S. "Nick" has a way of making you feel that you're the best friend he has. Now that's the kind of diplomacy this world needs.

* * *

I WAS GLAD to hear from P. D. Cockrane that their Big Little President, Carl Laemmle, was showing the pluck of which he is made. He is making a "Come-Back" which will soon give this Industry cause to rejoice and welcome back a very vigorous universal favorite again.

* * *

ISRAEL ZANGWILL, the noted author, has joined the throng of "Outward Bound" passengers. Although his contribution to the screen was limited, his loss is keenly regretted; and our Industry joins in the general mourning which his death has occasioned.

(Continued on Page 16)

No More Sausages

METRO-GOLDWYN-MAYER have an advertisement by RUBE GOLDBERG, which I am borrowing, without asking permission, for an editorial because it not only "tickles my sense of humour," but it is so philosophically true, such a bull's eye hit, without "throwing the bull," that it deserves attention and comment.

I agree with Metro-Goldwyn-Mayer that the "just a lot of Bologney" pictures; "programmes of stereotyped direction," "old stories," "worn-out stars," "hackneyed production," is past.

It took only a few directors, imported stock, to show the Picture Industry in America that it isn't what you spend on a production which makes it more than a sausage; it is what you put into it, that commercially-despised property called imagination, which is crystallized ART!

But our "sausage-makers" have learned that you cannot keep the public palate satisfied with "hot dogs," or "puppies." You may change their presentation; you may start out by churning up Dachshunds instead of mongrels, and even put a Russian wolfhound into the "machinery" to make the sausages appear more "Ritzy;" but the public will call it "bologney" just the same; and stand enthralled before a vision of this same Russian wolfhound, outlining its grace against its natural environment, taking its place geographically, and therefore, artistically correct.

I have seen "Wolfhounds" on our screen turned into "sausages" through a mistaken commercial idea that the star would sell the picture. I have seen coarse "bologney substance" dressed up in a wolfhound skin, but registering as a "weiner" just the same.

Good story material, directed artistically and interpreted true to its characterizations will make box-office history. Despite the popularity of our stars we know that a few poor pictures,—and the public seek to forget them. Given good story material new faces have become glorified stars.

In spite of the reputed circulation of certain works of fiction, we find that on the screen they return to their natural state, "Bologney," if they are sausage-material at the start. "Seek and ye shall find" the human values with which to make good pictures.

Ray Lewis

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Ray Presents

(Continued rfom Page 15)

GEORGE WEEKS always is an inducement to miss a train just to say "Hello" to him. I wish I had missed my train just to hear George ask "Well, how is my Canada?" But he was away ill, you know, George Weeks really and truly hated to leave us Canucks, but success beckoned him on; and he had to be successful.

It was Paramount's decree and part of the George Weeks' make-up. Hope that by now you have quite recovered my good friend.

* * *

Visited the Capitol Theatre, and Major Edward Bowes' lieutenant, Mr. Tommy Dowd, beholding the peaceful look in my eyes, knew that I was Ray Lewis and invited me to walk in. What style that theatre has! It has the dignity of a government institution and the warmth and cordiality of your best friend's drawing room.

Incidentally I heard some one say "It is worth the price of admission to get the coolness of this sea-air." I wondered if the Loew or Metro-Goldwyn-Mayer officials, or Major Bowes, had a little ocean tucked away somewhere. I asked the usher, one of them, any of them, they seem to know everything, even the time your train leaves, but he explained it was the cooling system and the perfect ventilation. John McCormick sings about Ireland being a "bit of heaven," the Capitol in motion pictures is close to being heavenly.

* * *

ANOTHER world-famous mortal has joined the Immortals, Emile Coue, he of "Day by day in every way, I am growing better and better" fame. This philosophy made such an impression upon E. W. Hammons of Educational, that this "growing better" principle was transmitted to the screen. Emile Coue, "who builded better than he knew," whose popularity spontaneously grew, to be conquered by Death. "'Tis true, 'tis pity, and pity 'tis, 'tis true." For him, too, we mourn.

* * *

There is a three-sheet on an Adolph Menjou picture which has a quotation — "Ah, that is an affair of state-sacred," coupled with Menjou's expression, it has a "kick" which is unadulterated. Clever man, the one responsible for that three sheet.

"BLOODTHIRSTY" — EH — WHAT?

Scene from "Paris At Midnight"

P. D. C. Release.

JACKIE COOGAN will appear in "Johnny, Get Your Hair Cut," directed by Millard Webb; production Fine Arts Studio.

Miller Bill Restricts Interstate Commerce in U.S.

John F. Miller introduced a Bill in Washington which, if it became law, would make the transportation of films showing "a scene representing assault, kidnapping, robbery, burglary, banditry, lawlessness, or riot, where revolver is displayed, or aimed at another person" as punishable by a fine of $1,000 or imprisonment for one year, or both.

* * *

Letter No. 4—Globe Trotter Comments on Motion Pictures

Toronto Globe, July 10th, published Letter No. 4 from a Globe-Trotter, dated London, England, June 21st, 1926, and remarks, "'The Big Parade' though it has aroused some antagonism is doing an immense business at a prominent theatre in the Strand, and the boardings chiefly blazon the names of film stars thrice familiar in Toronto."

* * *

VIOLA DANA will appear in a series of six specials for F. B. O. "Bigger Than Barnum's" signed the contract for Viola, she made good so noticeably.

J. A. Morrison Stages Contest Weston Theatre, Weston, Ont.

Old Timers' Dancing and Fiddling Contest Gives Prize to Trio Ages Aggregating 226

J. A. MORRISON, of the Weston Theatre, Weston, Ontario, staged an Old Timers Dancing and Fiddling Contest recently and among the contestants were Mrs. M. A. Baxter, aged 72, Mr. David Rowntree, aged 82. While the fiddler who caressed the strings of his violin in a vigorous tempo was none other than, J. W. Hogg, aged 72, of Woodbridge, Ont.

The house was packed and the contestants astonished the audience into such enthusiastic applause that the very foundation felt the emotion of such hand-clapping.

Neither Mr. David Rowntree, aged 82, of Weston, nor Mrs. M. A. Baxter, aged 72, of Thistledown, expected to meet each other upon the Weston stage, but they knew each other in the long ago; and for the sake of "Auld Lang Syne" brought down the house with cheers of "Bravo" when they nimbly executed a few jigs and reels together. Needless to say the oldest trio won first prize.

The judges were George Fisher, Fire Chief; T. Wetherspoon, Musical Critic and W. Greaves, organist of St. John's Anglican Church, Weston.

A huge electric fan, which Manager Morrison has recently installed, helped to keep the audience cool in the midst of this joyous hilarity Manager Morrison had prepared for his patrons. A feature picture and the contestants made up a show which literally "packed 'em in."

Some of our Toronto houses might book the 226 old trio to business advantage, that is if they do not think the excitement might kill these "ambitious youngsters."

Shaking a wicked leg at 82 is worth the price of admission any time, and when you hand him a young flapper of 72 to "trip the light fantastic" with and add a 72 year old fiddler, that is worth three prices of admission; and looks like a live-wire showman presentation. Where are you, Bernie of Loew's, I'm writing this for you, or for you, Ned Miller, or for you, Jack Arthur. It looks like "Real Dough."

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Toronto Theatres

REGENT—"The Black Pirate," with Douglas Fairbanks—United Artist.
HIPPODROME — "The Great Deception," Aileen Pringle, Ben Lyon —First National.
LOEW'S—"Hard Boiled," Tom Mix —Fox.
PANTAGES—"The Cat's Pajamas," Betty Bronson, Ricardo Cortez — Paramount.
TIVOLI—"The Love Thief," Norman Kerry, Gretta Nissen — Universal.

Neighborhood Theatres

PALACE—"Say It Again," Richard Dix—Paramount; "The Shamrock Handicap," All Star Cast—Fox.
ST. CLAIR—"Rolling Home," Reginald Denny—Universal; "Good & Naughty," Pola Negri, Paramount.
YORK — "Ella Cinders," Colleen Moore — First National; "Monte Carlo," Lew Cody—Regal.
COLLEGE — "The Wilderness Woman," Aileen Pringle—First Nat.; "Old Loves for New," Lewis Stone, Barbara Bedford—First National.
BEACH — "Ella Cinders," Colleen Moore—First National; "Ranson's Folly," Richard Barthelmess, First National.
CAPITOL—"The Shamrock Handicap," All Star Cast—Fox; "The Road to Mandalay," Lon Chaney, Metro-Goldwyn-Mayer.
ALHAMBRA — "Her Second Chance," Anna Q. Nilsson—First National; "Monte Carlo," Lew Cody, Barbara Bedford—Regal.
PARKDALE—"Rolling Home," Reginald Denny — Universal; "Miss Nobody," Anna Q. Nilsson — First National.
OAKWOOD—"Say It Again," Richard Dix—Paramount, "Silence," H. B. Warner—P. D. C.
BEAVER — "The Sporting Lover," Barbara Bedford, Conway Tearle—First National; "High Steppers," Lloyd Hughes, Mary Astor—First National.
PARKDALE—"The Shamrock Handicap," All Star Cast—Fox; "The Bat," Warner Baxter, — United Artists.
PRINCE OF WALES—"The Yankee Senor," Tom Mix — Fox; "Love's Highroad," Leatrice Joy—Warner.

* * *

WILL HAYS RETURNS

The annual trip of Will Hays to the Hollywood of America has been accomplished, and Mr. Hays returns to New York.

FOUR HUNDRED AFFILIATED THEATRES SWEDEN FOR P. D. C.

A cable from Stockholm, from William M. Vogel, General Manager of Producers International Corporation, foreign distributors of P. D. C. announces that a contract has been arranged in Sweden whereby Svensk Filmindustris' four hundred theatres owned, controlled, and affiliated, will present the complete P. D. C. releases in their theatres.

* * *

Lillian Gish to Star In Sweet "Annie Laurie"

John S. Robertson is directing Lillian Gish in "Annie Laurie" for Metro-Goldwyn-Mayer. Norman Kerry has the male lead, while Hobart Bosworth, Creighton Hale, Patricia Avery, Brandon Hurst are some of the splendid players in an altogether striking cast. The story is an original from the pen of Josephine Lovett.

* * *

First National "Deception" Opened Rialto, Aug. 1st.

"THE GREAT DECEPTION," a Robert Kane First National release, opened at the Rialto, New York, August 1st.

MARY AND DOUG LEAVE MOSCOW, RUSSIA

Ovation Continues Two Days Steadily as Fairbanks Duo Leave for Warsaw.

The greatest popular ovation ever extended to foreigners was given to Mary Pickford and Douglas Fairbanks in Soviet Russia.

Even the death of the Chairman of the Supreme Council of National Economy, Felix E. Dzerzhinsky, did not sober the impulsive and vociferous greeting and cheering which the American picture stars received.

Fairbanks was received by Madame Kameneva, wife of the Vice-President of the Council of Commissars, before he boarded his private car for Warsaw.

* * *

Regent, Toronto, Opens With "The Black Pirate"

Toronto's Iittle De Luxe Motion Picture Theatre Opens Its Season Aug. 7th With Douglas Fairbanks' Picture.

The premiere Canadian showing for the United Artist Fairbanks' feature, "The Black Pirate," will take place at the Regent Theatre, Toronto, Sat. August 7th. The presentation is at popular prices.

"THE CAT'S PAJAMAS," Paramount's laughing success playing Pantages, Toronto, and defying hot weather with the S. R. O. sign. Theodore Roberts, cigar and all finds Betty Bronson, very pert, but very nice.

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Pauline Frederick Starring In Chadwick First Division

The screen will again have the pleasure of viewing the histrionic ability of Pauline Frederick who is starring in "Devil's Island," one of the four completed Chadwick First Division pictures, which has received bookings in all the Universal First Run Houses.

* * *

"Footloose Widows" Wins National Review Board Boost

The National Board of Review of Motion Pictures has placed its stamp of approval on Warner Bros. feature, "Footloose Widows" as suitable for audiences generally. In its report, the Board says:

"'Footoose Widows,' reviewed on June 10, was selected for the Photoplay Guide of popular entertainment pictures because of its high comedy value and vivacious acting on the part of Louise Fazenda. The entertainment value of the picture makes it suitable for the general audiences."

"Footloose Widows" is the current attraction at Warners Theatre on Broadway.

* * *

"Quota" Again Live Issue In Film Situation in London

No solution towards the rehabiliation of the British Film Industry has yet been reached; a sub-committee has been appointed to consider all advisements, and present the merits and demerits to the Joint Committee of the Film Trade. It happens the British opinion is divided on the quota question, but the block booking elimination as a result of this Film talk appears at present the outstanding certainity.

Australian Politicians Select Motion Pictures as Target

The premier and treasurer of New South Wales, Australia, imposed a levy of 25% on all profits going to foreign Motion Picture Companies, alleging that the American Motion Picture heads derived unlimited wealth from the country without paying any taxes.

Recently federal legislative leaders, seeking for a new tax excuse, have found it in a "protective tariff," proposed on films from three cents per lineal foot to six.

The prime mover in the campaign is Senator Grant, a New South Wales Labor representative, who bitterly denounced American pictures. He suggested elimination as a means of stimulating home production.

Senator Guthrie, an anti-Laborite added his vote to the mover's proposal and blamed American films for the crimes in Australia. The government tried to secure the defeat of the proposal, but it was carried 15 to 13.

Australia has 1024 picture theatres. Local exhibitors declare that if the Bill passes the House of Representatives, having already passed the Senate, that the tax will be passed on to the public; and will not help but injure the Australian Picture Industry from a production standpoint.

* * *

$520,000,000 Box-Office Figures American Theatres

Official figures point to $520,000,000 as having passed into the box-offices of American picture theatres during 1925. An average of nearly $5.00 was spent by each man, woman and child in the U. S.

Pantages Theatre, Toronto Has Distinguished Headliner

Cantor Joseph Rosenblatt is the headline feature at Pantages Theatre, Toronto, for the week in which Ned Miller presents Betty Bronson and Ricardo Cortez with Theodore Roberts in "The Cat's Pajamas."

The Pantages has successfully presented "His People," "The Cohens and the Kelly's" and in bringing Cantor Rosenblatt to his theatre Mr. Miller shows his usual good form of showmanship.

Cantor Rosenblatt has a glorious voice and as an artist displays only one indication of temperament, he will not sing in a theatre, or on a concert stage on the Sabbath; and those who desire his services, respect his religious viewpoint and absolve him from personal appearances on that day. For his engagement at Pantages the free list has been entirely suspended.

* * *

CECIL DEMILLE has purchased a "Friend of Napoleon," by Richard Connell from Famous Players, who had purchased the rights.

* * *

Tom Brady Visits Ottawa

Tom Brady of Toronto, general manager in Canada for Producers Distributing Corporation, was a visitor in Ottawa during the week of July 12 when he called on local exhibitors regarding bookings for the coming year. P. D. C. features are released in Canada through Regal Films, Limited, Toronto and other cities.

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OUTPERFORMING—

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Canadian Premiere "Ben Hur" Ottawa Auditorium, Ottawa

Amusement Hall Seats 10,500 — "Ben Hur" Added Attraction Ottawa Civic Centenary Celebration.

The Canadian premiere of "Ben Hur" is scheduled for Ottawa, Ontario, where it has been booked for the Ottawa Auditorium, an amusement hall seating 10,500 persons, starting August 19, as an attraction for the Ottawa Civic Centenary celebration to be held two weeks in August. To secure the big production, Manager Claire Brunton of the Auditorium made a special trip to New York to interview Metro-Goldwyn-Mayer officials.

* * *

Keith's Theatre, Ottawa Goes Back to Vaudeville

After making a summertime hit with theatre-goers through adopting a split-week policy with admission prices reduced 10 cents, Manager J. M. Franklin of B. F. Keith's Theatre, Ottawa, Ontario, decided to resume the presenting of six acts of vaudeville along with the film programme which includes a feature, news weekly and short subjects. When the new policy went into effect, Manager Franklin cut the vaudeville from six acts to five but he is now giving 'em the extra act at the same prices. The theatre is holding its own despite summer heat, outdoor sports and many people away from the city.

* * *

Will Hays Entertained At M-G-M Studios

Will Hays visited the Metro-Goldwyn-Mayer coast studios while in Los Angeles, and spent a good part of the day in looking over the sets of many of the current productions.

Mr. Hays showed particular enthusiasm for two productions: "The Red Mill," the new starring vehicle for Marion Davies, made from a former musical success; and "Tell It To The Marines," a vivid story of the activities of the American sea-dogs in which Lon Chaney is starred.

* * *

Eden Theatre, Hull Now Being Remodelled

The Eden Theatre, Hull, Quebec, is being remodelled inside and out by Donat Paquin, owner. His other local theatre, the Laurier, is running full blast. One year ago the Laurier was closed for reconstruction while the Eden was kept open. There are no other theatres in Hull.

Mayer's Anti-War Film Speech Causes Sensation

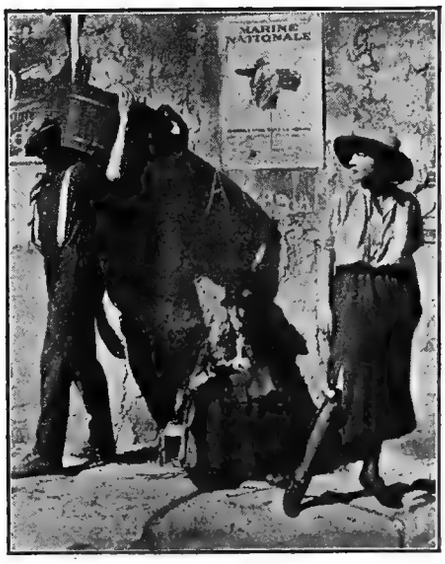
Motion Pictures as Anti-War Propaganda Stirs Guests Motion Picture Producers Luncheon Given Delegates National Editorial Association America.

Moving pictures as one of the biggest factors in the outlawing of war was the keynote of an address recently by Louis B. Mayer, head of the Metro-Goldwyn-Mayer coast studios, before several hundred newspaper editors from all parts of the United States. The speech took the body of journalists by storm, scoring a remarkable impression.

The occasion of the address was the visit to the M-G-M studios of the delegates to the National Editorial Association.

Mr. Mayer told his hearers, representing probably a body of men exercising greater public influence than any other group in the country, that the motion picture could be placed second only to the press in its influence on the great modern task of establishing concord and averting war among all the nations of the world.

He referred to "The Big Parade" as the first barrage in a great campaign being launched against war by photoplay producers and journalists throughout the world. He also dealt with the menace of censorship in the film industry in a way that brought rounds of applause from his hearers.



A leg is a leg for a' that, a maid is a maid for a' that; and a man and a maid—why call a spade a spade? See "The Exquisite Sinner," Metro-Goldwyn-Mayer picture.

Sam E. Morris, Dist. Director Returns With Contracts

Cincinnati — Cleveland — Chicago Theatres Line-Up for Warners' Twenty-Six Winners.

Sam E. Morris, General Manager of Distribution for Warner Bros., returned during the week from a hurried trip to Cincinnati, Cleveland and Chicago, where he succeeded in closing contracts for the Twenty-Six Warner Winners for the 1926-27 season, and completing other business arrangements.

Ike Lisbon signed for the Warner product for his Cincinnati and Dayton houses, and Fred Desberg contracted for the twenty-six for Loew's Ohio Theatres in Cleveland.

Following the signing of a contract for the Warner product for the new Capitol Theatre in Worcester, Mass., Manager Elmer Daniels of the theatre wired the Warner home offices as follows:

"Have just completed deal for purchase of your 1926-27 Warner Winner group for use at Olympia or our new Capitol Theatre, Worcester. Have analyzed product from box-office angle and am convinced story, star and director value insures success."

In Chicago, Morris conferred with the theatre chains that recently were awarded five year Warner franchises.

* * *

Get Away Week At Hippodrome, Toronto

This week is "Get Away Week" at the Hippodrome, Toronto, and for this final week, which closes the Hippodrome until it re-opens under the Shea Vaudeville regime, "The Great Deception," a First National picture is being presented. Jack Arthur and His Gang present a pot-pourri of novelties and surprises, introducing the various players which this theatre has from time to time presented and popularized.

* * *

Leonard Bishop Recovering

Leonard Bishop, manager of the Regent Theatre, Ottawa, Ontario, is making slow but sure progress in his fight to recover health, although it will be several months before he will be on his feet again. Mr. Bishop collapsed just as he was preparing to take his annual vacation at the middle of June and he was rushed to the Ottawa Civic Hospital where it was found that his condition was serious. Ray Tubman of the Capitol Theatre, Hamilton, Ontario, has been acting-manager of the Ottawa Regent during Mr. Bishop's absence.

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Keith's Theatre, Ottawa In House of Commons

Member of Parliament Declares Legislative Body Furnishes as Good Entertainment.

For the first time in the history of Canada, the actual name of a moving picture theatre has appeared in the official records of the Canadian Parliament. The theatre mentioned was B. F. Keith's Theatre, Ottawa, of which J. M. Franklin is manager. It was referred to by G. G. Coote, a member of Parliament from the Canadian West, and his quotation, appearing in Hansard, as made on the floor of the House of Commons, is as follows:

"Yes, I can appreciate that all right but I have heard people outside of this House say, 'What is the use of paying 60 cents to get into Keith's Theatre when you can see a better vaudeville show in the House of Commons?' "

* * *

Montreal Exhibitor Fined

$100 Fine For Failing to Collect Amusement Tax.

Joseph Astaphen, proprietor of the Ideal Theatre, 1852 Notre Dame Street, Montreal, was fined $100 and costs by Recorder Semple in the Montreal Police Court when found guilty of neglecting to collect the amusement tax on admission tickets. His wife was also fined a lesser amount for a similar offence.

* * *

Marie Prevost to Appear In "For Wives Only"

Victor Heerman to Direct Metropolitan Starring Picture for Star.

"For Wives Only," an adaptation by Anthony Coldeway of the European success "The Critical Year" by Rudolph Lothar and Hans Bachivitz, is the story which Metropolitan has selected as a starring vehicle for Marie Prevost.

Victor Heerman, director of Thomas Meighan, Jackie Coogan, Eugene O'Brien in "Rupert of Hentzau," and an old-timer as directors go, has the direction of "For Wives Only" in his charge.

* * *

Robert Bruce in Alberta Making Bruce Scenic

Films Dealing With Jasper National Park For Educational.

Robert Bruce, well-known producer of the Bruce scenics, is now engaged in Alberta with the making of travelogue-scenic films dealing with Jasper National Park. The Bruce pictures are being distributed through Educational. Mr. Bruce himself is at Jasper.

Aileen Pringle and Thomas Meighan in Paramount's "Tin Gods."

International Films Arts Guild at Cameo, New York

The International Film Arts Guild is offering for its eleventh week of film repertoire the following splendid past picture successes: Cecil B. DeMille's "Male and Female," based upon the Barrie masterpiece; "The Admirable Crichton;" Chaplin's "A Woman of Paris." Famous Cecil DeMille production, "Affairs of Anatol," and "Passion," a First National German release starring Pola Negri; and which unquestionably gave Pola her American Film position. For its twelfth week the Cameo presented a series of comedies. Charles Chaplin, Harold Lloyd, Harry Langdon, Ben Turpin, Mabel Normand, Mack Swain and Mack Sennett.

* * *

Ottawa Getting Busy "Greater Movie Season"

A conference has been held by all the principal exhibitors of Ottawa, Ontario, with a view to conducting a special "Greater Movie Season" campaign in the Canadian Capital. Ottawa exhibitors did not take up the boosting drive last year but the move is now being made to put a big advertising campaign across to open the 1926-27 season.

* * *

James Moxley Holidaying

James Moxley, manager of the Imperial Theatre, Ottawa, Ontario, is away on a three weeks vacation trip in the United States. Mr. Moxley, who is a veteran exhibitor, took over the management of the Imperial last spring.

NEW YORK THEATRES

MARK STRAND — "Son of the Sheik," Rudolph Valentino, Vilma Banky and George Fawcett; adapted from E. M. Hull's story; directed by George Fitzmaurice—United Artists.

RIVOLI — "Padlocked," with Lois Moran, Noah Beery, Louise Dresser and Helene Jerome Eddy; adapted from Rex Beach's story; directed by Allan Dwan—Paramount.

COLONY — "Devil's Island," with Pauline Frederick, George Lewis, and Marion Nixon; adapted from Leah Baird's story; directed by Frank O'Connor — Chadwick Pictures.

CAPITOL — "The Waltz Dream," with Mady Christians, Willy Fritsch and Zenia Desni; adapted from Oscar Straus' operetta of the same name; directed by Ludwig Berger—U. F. A., Metro-Goldwyn-Mayer

ASTOR — "The Big Parade," with John Gilbert and Renee Adoree; adapted from a story by Laurence Stallings; directed by King Vidor. Metro-Goldwyn-Mayer.

CRITERION — "Mare Nostrum," Alice Terry and Antonio Moreno; adapted from Blasco Ibanez's novel, directed by Rex Ingram. Metro-Goldwyn-Mayer.

EMBASSY — "Ben Hur," with Ramon Novarro and Mae Murray; adapted from General Lew Wallace's drama; directed by Fred Niblo — Metro-Goldwyn-Mayer.

CAMEO — Internationl Film Art Guild's repertoire; "Passion," — First National; "One Arabian Night," "All for a Woman," "Deception" — First National; "The Last Laugh"—U. F. A., Universal.

BROADWAY — "Men of Steel," with Milton Sills — First National.

WARNERS — "Don Juan," with John Barrymore. Warner.

RIALTO — "Variety," with Emil Jannings, Lya de Putti and Warwick Ward; directed by E. A. Dupont—U. F. A., Paramount.

LOEW'S LEXINGTON — "Mismates," with Doris Kenyon—First National; "The Brown Derby," with William Hines, First National. "Lady of the Harem," with Greta Nissen—Paramount; "You Never Know Women," with Florence Vidor — Metro-Goldwyn-Mayer.

LOEW'S STATE — "Mismates," with Doris Kenyon, First National; "You Never Know Women," with Florence Vidor — Metro-Goldwyn-Mayer.

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Industry Plans Big Rally, Exhibitors and Distributors To Meet at King Edward Hotel, Toronto, Sept. 2nd.

THE ASSOCIATIONS of Exhibitors and Distributors and the unaffiliated exhibitors of Ontario will hold a rally on Sept. 2nd, at the King Edward Hotel, when a special delegation will visit the government house for the purpose of becoming "Better Acquainted."

Two hundred seats have been reserved at the Grand Stand, Exhibition Park, Music Day, for the Rally representatives at $1.00 a ticket.

There will be a luncheon at the King Edward Hotel after the morning sessions; and this will be an occasion for a flow of wit and reason. The committee in charge of arrangements includes: N. L. Nathanson, Herb. Allen, J. C. Brady, Harry Alexander, Harry Ginsler, Ned Miller, Roy O'Connor, Clarence Robson, Jack Arthur, Ray Lewis, Harry Lester, Fred Guest (Hamilton), J. M. Franklin and P. J. Nolan (Ottawa), Ernie Moule (Brantford), John Blanchet (North Bay), E. S. Meechan (Lindsay). Temporary Chairman — John A. Cooper.

It is the duty of every exhibitor to attend this Rally. Many questions directly bearing upon the business in which the exhibitor and distributor is engaged is to be discussed; and plans made to meet every emergency which may present itself.

The Amusement Tax, a war time measure, which has long out-worn its use and necessity, is equivalent to the taking of the "Widow's Mite,"

Countries like England, Australia, New Zealand, some of them in much more need of revenue than Canada have practically eliminated this taking of pennies from the working people, who make up the 90% patronage of Motion Picture Theatres.

There are other taxes imposed upon the Canadian Picture Industry which make it an unique tax medium in comparison to other Industries and enterprises in Canada.

The Music Copyright Bill which will again be presented at Ottawa; and which means thousands of dollars, through license tax to exhibitors, is one of the leading questions to be considered.

Censorship has developed into a problem; and one which this Industry of ours must solve for itself. A solution can only be arrived at if the exhibitors and distributors realize that censorship must be free from prejudices, intolerance and politics; and that it must be either eliminated, or handled in such a way by the government and the Industry to react to the advantage of "all the people, all the time."

At the last election, which presented Daylight Saving to Toronto voters three years ago, 27,000 people voted against its introduction. The Board of Education condemned it as injurious to children, and the presiding officer of the New York Board of Health made a statement to the effect that 80% of the children came to school breakfastless, not because there was no breakfast for them, but as a result of Daylight Saving time.

The exhibitors of Toronto were petitioned by patrons of their theatres, mothers, to aid them in a campaign against the Daylight Saving Measure.

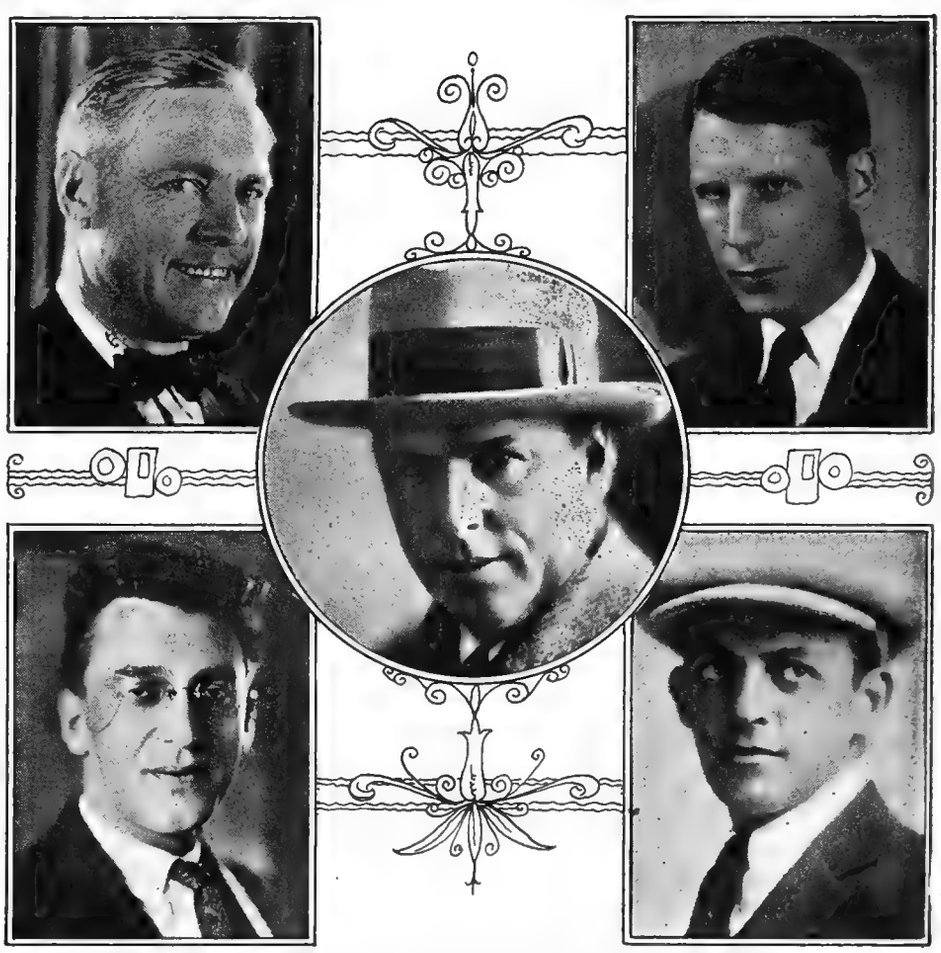
In aiding these mothers, you, as exhibitors, "cast your bread upon the waters," your reward is also there; and already exhibitors are being asked by their patrons if they will again lend their aid when the Daylight Saving problem presents itself.

Numerous other questions which are right inside the door of your particular theatre, need your co-operation, a direct co-operation to sweep out.

Join your force to the forces within our Industry. Be one of the exhibitors and distributors who has a reputation for "doing his bit." Register at the Rally, Sept. 2nd.

The Canadian Picture Industry expects every exhibitor and distributor to do his duty. Your first duty is to attend the Rally. The rest will follow naturally.

Fares to Toronto one and a half will prevail at this time. No certificates or signatures necessary.



MEN ON THE PRODUCTION END OF COLUMBIA PICTURES CORPORATION

Top, left to right: Frank O'Connor, director of "The False Alarm," and Frank R. Strayer, director of "When the Wife's Away" and "Sweet Rosie O'Grady," forthcoming numbers on Columbia's 1926-27 program.

Centre: Ralph Ince, director of "The Lone Wolf Returns," this company's initial new season release.

Bottom, left to right: Phil Rosen, who will direct "Sidewalks of New York" for Columbia, and Harry Cohn, Columbia's Vice-President and Director General of Production.

Before Buying Pictures Read The Digest Advertising Pages.

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HAYS DID NOT SAY POOR PICTURES PAY

Toronto Daily Star Publishes Letter from Kirk L. Russell, Representing Motion Picture Producers and Distributors Correcting Misquoted Statement.

The Toronto Daily Star of Saturday, July 31st, published a letter from Kirk L. Russell correcting a statement which was credited to Will Hays and which quoted him as saying that "Good pictures are 'flops.' Bad ones pay."

The Star mentions that the misquote appeared in the copy which it received of the meeting of playwrights, producers and preachers. What Mr. Hays really said was "The thing which is certain in my mind is that the manhood and womanhood is sound and wholesome, and it wants wholesomeness in its entertainment to accord with the wholesomeness of its life, and it shall be given that wholesomeness in its motion picture entertainment."

Mr. Russell quoted further from a speech delivered by Mr. Hays upon the acceptance of the presidency until 1936 of the association with which he is identified. Mr. Hays said, "To establish and maintain the highest possible artistic and moral standards of motion pictures and to develop educational as well as the entertainment value and the maximum usefulness of pictures is a service. A service which the members of our association as the responsible custodians of the Industry are determined to perform. I am going to see it through."

* * *

Exhibitors' Herald Report 104 Good Pictures

Official Organ M.P.P.D.A. Reprint List. Find Fifty-Three Played Toronto.

The official organ of the M.P.P.D.A. reprinted the list of 104 pictures which the Exhibitors' Herald collected from Exhibitors' reports as the best pictures of last season. Fifty-three of the list played Toronto. The first ten listed by the Herald, in their order as box-office attractions are as follows: "The Ten Commandments," "North of 36," "Charley's Aunt," "The Thundering Herd," "The Covered Wagon," "The Freshman," Abraham Lincoln," "Sally," "Riders of the Purple Sage," "The Hunchback of Notre Dame."

I bought 2 large Ventilating Exhaust Fans. Found out one keeps an 800 seat house cool. Will change the air in a few minutes. I will sell the other one cheap. Come and see it working.

MR. SEXTON
FAMILY THEATRE
Lee & Queen Street — Toronto.

PAULINE FREDERICK
in "Her Honour, The Governor" — the F. B. O. feature which introduces this supreme star to Broadway again.

BILL CODY is to produce six pictures for Associated Exhibitors; William Craft will direct.

First National Signs As Director George Fitzmaurice

Richard Rowland Gratified. Thinks Fitzmaurice One of America's Greatest Directors.

RICHARD A. ROWLAND, general manager of First National Pictures, announces the signing of George Fitzmaurice, one of the leading directors in the film industry.

Mr. Fitzmaurice has achieved an impressive record for turning out box office as well as artistic triumphs.

The contract covers a period of two years during which a series of George Fitzmaurice productions will be made. Work on the first of these pictures will start at First National's new Burbank (Cal.) studios as soon as Mr. Fitzmaurice has given the finishing touches to Valentino's "Son of the Sheik," which is virtually completed, and made one other production.

Commenting on the new contract, Mr. Rowland said: "I am immensely gratified at the acquisition of Mr. Fitzmaurice, whom I consider to be one of the greatest directors in America, or any other country for that matter. He knows the art of picture making from every angle and also realizes what is needed in the turning out of box office successes. He is artist plus showman, a combination hard to find."

"OUT-SHEIKING THE SHEIK."
Gorgeous Greta Nissen and William Collier, Jr., in Paramount's "Lady of the Harem." "She was MADE to love!"

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SHOWMANSHIP

HERBERT JENNINGS PUTS IT OVER

Interviewed and written by
RUSSELL J. WALDO.

We have been following up the Jenning's ideas embracing Showmanship and now approach his method of providing Comforable Quarters for Artists.

FOUR FLOORS of dressing rooms are provided for the artists. Each floor of three rooms has its own toilet room. The rooms are tastily carpeted and swept thoroughly every day. The halls which are painted are scrubbed every day. One side of the rooms is fitted up with a big mirror while the other side is fitted for hanging of costumes of the artists. These rooms are quiet, there being no noise from the streets or from the stage. The rooms are available for the artists from 6 A.M. to 11.30 P.M. every day.

And now the ever-ready smile.

* * *

HERBERT JENNINGS has never been seen without his smile which greets everyone both patrons and employees. This smile is so natural that it has become contagious among the entire staff from the least to the most important position. The ushers stand at ease not in the usual military manner so common in popular priced theatres. They greet the patrons with a smile and smilingly thank them for their checks when they are handed to them. Each girl is off one day until five-thirty. One day she will work until nine-thirty, the next day until the theatre closes. Fire drill is held before the theatre opens. As girls are required to be in their places before the doors are open, it is held at that time, yet not one of them knows when.

We now approach the orchestra.

FOR SALE

THEATRE EQUIPMENT—500 3 ply opera chairs, 1 Powers 6a complete motor driven. 1 Motiograph complete, outside shutter, motor driven, 2 Compensarcs, 110 volts. Switch-board, complete. Cotton Screen, silver finish. If interested write H. HURWITZ

467 BALMORAL ST.
WINNIPEG, MAN.

Scene from the prologue "Irene" at the Classic Theatre, Cobalt — Mrs. Rosalind Barrett, directress—This prologue presented in conjunction with the showing of First National's production "Irene." Costumes and setting designed by Mrs. Rosalind Barrett. The prologue opened to a number by the chorus "IRENE." Followed by exhibitions of the Charleston by Mrs. Barrett and Miss June Machan. Closing with a finale by the chorus led by Mrs. Barrett.

In advertising this picture there were used 3—24-sheets, 3—6-sheets, 5—3-sheets, 20—1-sheets, 50 window cards, besides such novelty advertising as an IRENE DOLL Contest and an Art Contest.

"The Midnight Sun" Campaign of Universal Covers San Francisco

San Francisco was thoroughly tied up with "The Midnight Sun" when the gorgeous Universal super production played a pre-release engagement at Publix' St. Francis Theatre in that city. Edward A. Smith, manager of the house, Rufus Blair, publicity director, and H. D. McBride, Universal exploiteer, blazoned the name from billboards, store windows, soda fountains, restaurants, and in fact, wherever one went.

SPECIAL TIE-UP STILLS

Through the special tie-up stills prepared by Universal for this picture, displays were arranged in the windows of eight of the Owl Drug Co.'s well-located stores on Gillette razors, Venida Hair Nets, and other drug store merchandise. Special posters were also placed in windows featuring flowers, adding machines, dictating machines, trunks and cigarettes.

* * *

SODA FOUNTAINS' PART

The co-operation of ten soda fountains was secured through a photograph, showing Pat O'Malley, the Grand Duke of the picture, drinking Orange Juice with much evident enjoyment, which was prominently displayed, while four others featured a "Midnight Sun-dae." Instead of using the usual window card or menu card mention of this refreshment, the theatre had special orange ribbon badges printed which all employees of the shop wore on their coats. The badges read: "Try our Midnight Sun-dae and see 'The Midnight Sun' — St. Francis Theatre, NOW." In addition to the badges three of the shops used window strips.

* * *

PERSONAL APPEARANCE STARS

For the opening of the second week of the engagement Laura La Plante, Raymond Keane, George Siegmann, Pat O'Malley and William A. Seiter came from Universal City to make an appearance. The newspapers lavishly played up their visit, and a talk over the radio brought them still more publicity. The front of the theatre was bathed in a flood of light from the Kleig and sun arc lights installed on the nights the stars appeared, attracting attention for blocks around.

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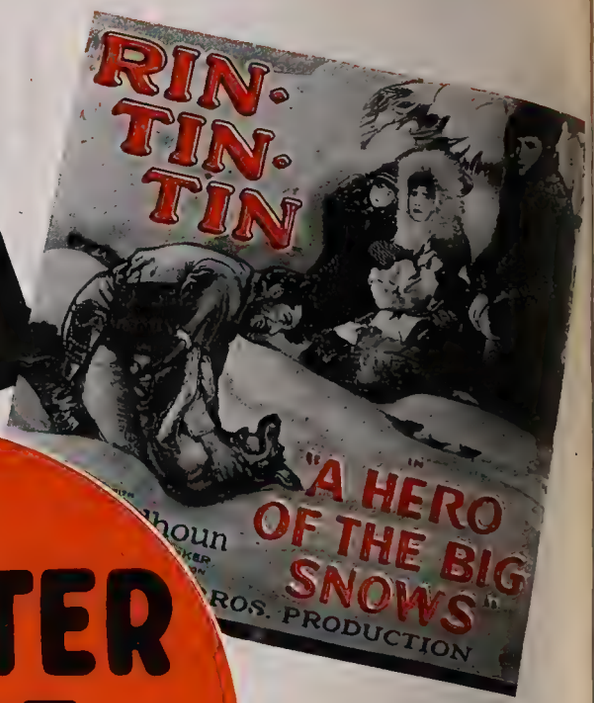
"Warmest Days of Summer Cannot Keep Us From Breaking Records With 'SO THIS IS PARIS'"

wires John P. Goring
FORUM THEATRE
Los Angeles
Calif.

WARNER BROS. PRESENT
"SO THIS IS PARIS"
MONTE BLUE - PATSY RUTH MILLER
LILYAN TASHMAN - ANDRE BERANGER
An ERNST LUBITSCH PRODUCTION



GREATER MOVIE SEASON

The pick o' the hits for G.M.S. and the whole year

WARNER BROS. PRODUCTIONS

Google

AG 1926X

CANADIAN MOVING PICTURE DIGEST

Vol. 18, No. 15. TORONTO 2, CANADA August 14th, 1926

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2

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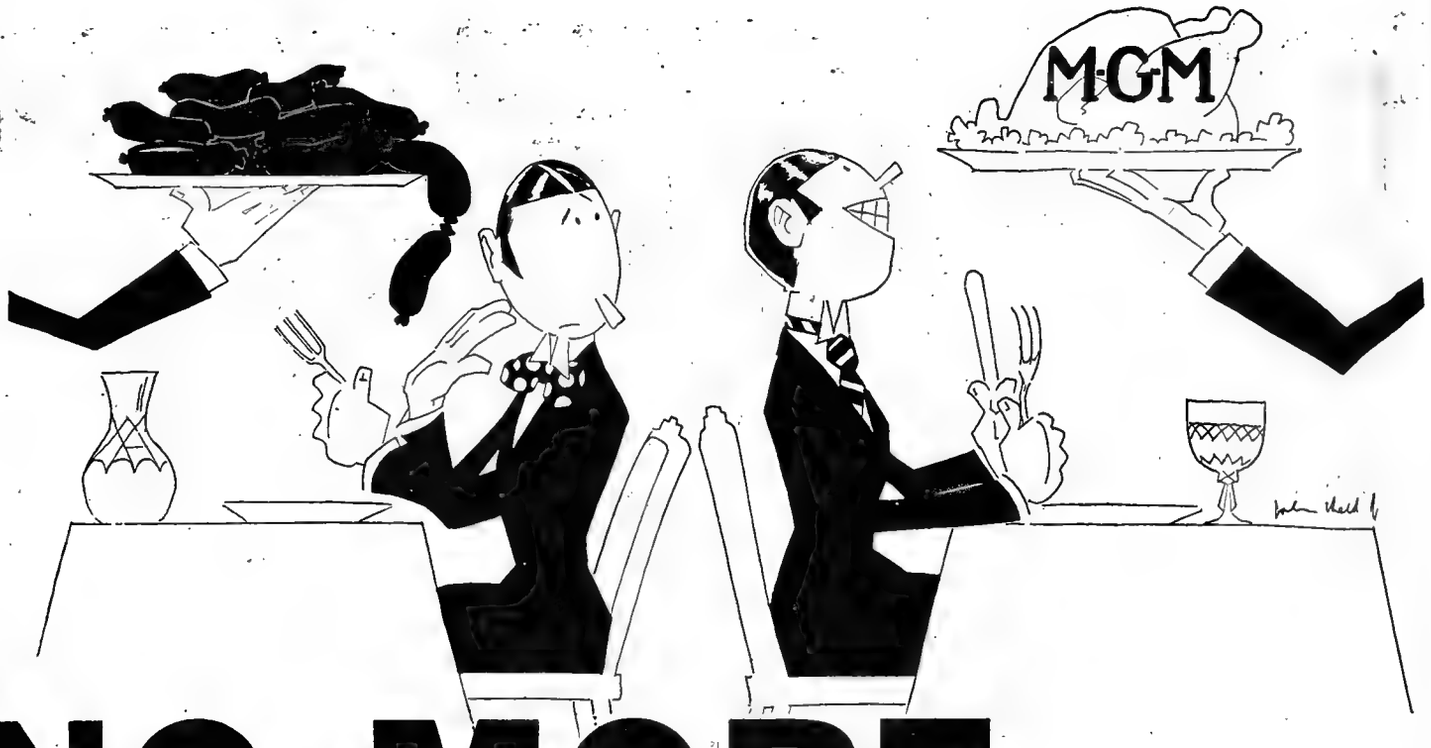

NO MORE SAUSAGES

Thanks to M-G-M!

OH, how the public is fed up
ON sausages!
YOU can't afford to book that kind any more.
M-G-M called a halt on machine-made product;
M-G-M killed the Sausage Evil for all time.
AND, oh boy, how the public thanked us—
IN terms of dollars at the box office.
THEY thanked us for "The Merry Widow" type of hit
AND "The Unholy Three," "Midshipman," "His Secretary"
KIND of entertainment—*and many more!*
M-G-M showed that good pictures can be made
EVERY week in the year by individualized production.
WE refuse to hand you a picture
UNTIL we know it's a hit.
THAT'S the secret of M-G-M's phenomenal record.
AND be sure that the M-G-M idea
IS back of

THE PARADE OF HITS FOR 1926-27

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Can you

Possibly imagine

A bigger clean-up

For Canada

Than

THOMAS MEIGHAN

in "THE CANADIAN"

Directed by William Beaudine

Now being prepared

For the Screen

By Arthur Stringer, a Canadian,

From W. Somerset Maugham's

"The Land of Promise"

One of Paramount's 15th Birthday Group

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THE BIGGES

the

"PARAMOU

1926 SEPT

Sunday	Monday	Tuesday	Wednesday
5	6	7	8

REMEMBE

Success Is Yours a

FAMOUS-LASKY FI

St. John - Montreal - Toronto -

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WEEK OF

ar is

NT WEEK"

BER 1926

Thursday	Friday	Saturday
9	10	11

HE DATES

the Box-Office

M SERVICE, LTD.

innipeg - Calgary - Vancouver

Before Buying Pictures Read The Digest Advertising Pages.

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That's Showmanship!

REX BEACH'S

Sensational New Novel of Modern Morals

the best selling best advertised Book of the Hour.

with LOIS MORAN LOUISE DRESSER NOAH BEERY

the best money getting Picture of the Hour ALLAN DWAN'S production

"Padlocked"

$20,000 first four days at Rivoli, New York

That's Paramount's 75 Birthday Group Pictures

Before Buying Pictures Read The Digest Advertising Pages.

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Harry Carey

IN

"DRIFTIN' THRU"

Big-Fisted, Tender-Hearted, Sure-Shot HARRY CAREY in a drama with the sweep of the plains and the rapid-fire action of an automatic. It's the story of a beloved bad man who feared nothing until he fell in love. Riding, fighting, red-blooded romance.

Producers Distributing Corporation

It's the Kind of Western Every Class of Audience will Enjoy

Cast includes such favorites as Harriet Hammond, Raymond Nye, Ruth King, Stanton Heck and Bert Woodruff. Directed by Basil Dickey and Harry Haven

REGAL FILMS LIMITED

Sole Canadian Distributors

Toronto - Montreal - St. John - Winnipeg - Calgary - Vancouver

A British Super-Feature

Coming--"Every Mother's Son"

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AL CHRISTIE'S LAUGH SPECIAL

MARIE PREVOST

in

AN AUTOGRAPHED CHEMISE

a teasing, tantalizing beauty -- a merry mix-up of laugh-provoking lingerie, husbands wives and sweethearts--every scene packed with merriment--a combination as enjoyable as any you'll witness in many moons--the most delicious comedy of the current season.

"UP IN MABEL'S ROOM"

PRODUCERS DISTRIBUTING CORPORATION

WITH
HARRISON FORD and PHYLLIS HAVER
Adapted by F. McGrew Willis *from the*
AL H. WOODS STAGE HIT *by* WILLSON COLLISON *and* OTTO HARBACH
Directed by E. MASON HOPPER

Packing Them In Everywhere

It's the Feature Comedy Hit of the Year

REGAL FILMS LIMITED

Sole Distributors for Canada

Toronto - Montreal - St. John - Winnipeg - Calgary - Vancouver

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Canadian Moving Picture DIGEST

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Editor and Managing Director
GEORGE C. WILLIAMS
President

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Established in 1915 for Exhibitors
Subscription: $5.00 yearly
Telephone: Trinity 1481

Vol. 18, No. 15. TORONTO, CANADA August 14th, 1926

Ray Presents

SIR OLIVER LODGE, physicist and spiritualist, preached a sermon before the members of the British Association, composed of distinguished English scientists, at Oxford, England, according to a statement in the Toronto Mail and Empire. He prophesied, "before the British Association meets in Oxford again, our aspect of the universe will be revolutionized beyond all previous scope." Sir Oliver further elucidated that "we will soon know what happens to us after we are dead." Meanwhile the philosophy of our Industry is "no dead ones."

* * *

Harry Houdini, who is related to our Industry serially, after being confined in a coffin at the bottom of a swimming pool for ninety minutes is reported as saying, "Anyone can do it!" Who would like to prove it?

* * *

The Queen Marie of Roumania wishes to come to America, but the former premier, Bratiano, considered "the power behind the throne" is opposed to the Queen's American trip, it is reported. Somewhere I read about Queen Marie going to write for Motion Pictures. The Queen is democratic enough to even appear in a picture, I believe; and should some picture company persuade the Queen to give her message for Roumania to the world's screen, it is not such a bad picture proposition, methinks. Queen Marie is still beautiful enough to make a picture pleasing to the eye as far as Her Majesty's personal appearance is concerned. To add a Queen to one's picture star hand, is a bit of a trump card.

* * *

JACK ARTHUR presented the Hippodrome patrons with a real, old-fashioned, "chummy" farewell programme before Famous re-opens its Uptown Theatre, in Toronto for pictures, early in September.

(Continued on Page 12)

These People

THESE PEOPLE, the public, our Motion Picture patrons control our Industry, if dollars mean control.

When one stops to consider that $520,000,000 was taken in at the box-offices in the United States in 1925, the relationship of the public to Motion Pictures is self-evident, and Motion Pictures must have given these people what they want.

In order that we shall be in a position to control the public, who in turn control us, we must turn our attention towards the box-office, the key to what the public will buy; and from the reports there, direct our picture activities.

Any work of Art which will not appeal to man's make-up is either beyond his comprehension, his sense of appreciation, or is "bunk" camouflaged as Art.

That the public has appreciated the Art of life is evident in the preservation and appreciation of the old masters, those who wrote books which have outlived centuries, those who have built cathedrals, sculptured statuary, painted on canvas, or modelled an expression of their emotions in a musical instrument, those who have told their stories in a combination of notes, sounds which have made a symphony of harmonies.

The public is not easily abashed, it has a "curiosity bump" which likes to be satisfied, it seeks to understand, to comprehend what the other fellow heralds as good, it hates to be thought a "low-brow," or inartistic.

The most commercial of individuals, those incapable of expressing themselves artistically have traded in Art, have sensed its value; and envied the master his handiwork, at the same time contacted this radium of expression by selling it to the public, a quality which very few artists have.

And in this selling to the public, this making the box-office talk, there is an Art, as important, almost, as the Art of being an artist. The lack of the commercial spirit, the trade instinct has coloured life with the stories of starving artists and poets, whose works today are making men fortunes.

Ray Lewis

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Booked for first run showing in 3,000

of the nation's finest THEATRES

KEN MAYNARD

They've seen the advance shots from the picture and they're wiring--writing--telephoning to First National Offices--"We want Maynard--we want him quick!" Wise showmen are cashing in on the most sensational star discovery of the age--and the finest campaign ever put behind a personality [illegible] in screen history!

First National Pictures

First National Western Special

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N.Y. or Frisco---Makes No Difference When You've Got What the Public wants!

MOTION PICTURES TODAY — JULY 31

"Men of Steel" Breaks Strand Theatre Records

"MEN OF STEEL," First National's giant steel special starring Milton Sills, has proved to be one of the summer's outstanding sensations. Coming to the New York Strand during the hottest two weeks in years and at a time when traffic conditions due to the subway strike were at their worst, the super-feature cleaned up. Never in all the history of the Strand has a picture booked at the height of the midsummer business depression scored so big. "Men of Steel" literally competed with the beaches and resorts surrounding the New York territory and succeeded in coming out on top.

In a telegram to Richard A. Rowland, general manager of First National, Joseph E. Plunkett, director of the Strand, proclaimed the phenomenal success of the great steel picture. The telegram reads as follows:

"'Men of Steel' doing knockout business. Each day's business has passed that of preceding day. Looks like record week. Considering time of year this proves conclusively that First National has a real super special. Audiences enthusiastic."

Judge E. H. Gary of the United States Steel Corp., in a letter addressed to General Manager Richard A. Rowland, said in part.

"A few days ago I had the pleasure of seeing your recent production entitled 'Men of Steel.' It is splendid. The photographic work is fine; in fact you have succeeded better than I thought possible in making vivid, thrilling pictures of iron and steel manufacturing processes. Of course the story upon which the film is based is fiction, and likewise the scenes purporting to represent conditions in a steel plant are also necessarily fictitious.

"I found the film informative, pulsating with life, and full of intense and sustained interest. I congratulate you."

AUG. 4 — VARIETY

San Francisco

ST. FRANCIS — 1,400 seats — prices 65-90: MEN OF STEEL with Milton Sills. Winner from first day and house crowded steadily. Except for limited seating capacity, would easily have taken first honors. Got $17,000.

FIRST NATIONAL PICTURES

The *only* big special released during summer and it does better than big winter business!

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Ray Presents

(Continued from Page 9)

The orchestra seated upon the stage rendered numbers ensemble and in solo, while the various singers did their bit collectively and in solo also.

"The Great Deception," a First National picture was the feature and the various thrills therein rounded out a lengthy but lively programme.

* * *

I MUST NOT FORGET to mention a Hal Roach comedy, "Mighty Like a Moose," dealing with a husband and wife who had facial improvements which inspired a brief adventure upon the path where husbands and wives are careful not to meet. These two did; and the situations were clever as they were amusing. You can't beat a good comedy for entertainment.

* * *

The question of the right to run double bills, according to the discretion of the exhibitor, is still disturbing our otherwise peaceful horizon in Toronto.

The Exchanges have been adding a rubber-stamped clause attached to the standard uniform contract, which exhibitors have been requested to O.K. It limits the presentation of features playing the downtown houses to presentation in neighborhood houses as single features only. They are not to be played on bills presenting other pictures over three reels in length.

* * *

Exhibitors feel that their rights of running their own theatres are being invaded; and are objecting to the clause, although several of the exhibitors agree that they will not run the big features on double bills.

A meeting has been arranged between the distribtuors and exhibitors; and since both see the justice of the other fellow's rights, the matter will no doubt be satisfactorily adjusted without any bloodshed.

* * *

TALKING of bloodshed reminds me of Russia and brings to my mind Trotsky, who, it appears, is again to take a leading part in Russian affairs, and thinking of Trotsky, reminds me of the time Fox purchased a picture from him called, "The Red Mescha" (Pocket book I believe it means), for Theda Bara; Trotsky beating me to it, as they say, on a story I had submitted to Fox called, "Democracy."

Shortly afterwards the tragedy of the czaristic regime was culminated; and I never heard whether "The Red Mescha" was produced.

LILLIAN GISH
in Metro-Goldwyn-Mayer's superb production of Hawthorne's "The Scarlet Letter."

* * *

The Regent, Toronto, re-opened Saturday, Aug. 7th, with Douglas Fairbanks in "The Black Pirate." The general comments are to the effect that it is Fairbanks' best picture. The colored photography is especially coming in for praise. Which reminds me of an Educational release I saw which was produced I believe in England. It is called "The Vision;" and the colors, which are utilized throughout are particularly inviting; the natural colors, without that harshness which we have seen in some of the color processes used.

In "The Vision," the story is very interesting, while the pictorial effects are a delight in themselves.

* * *

The prologue for "The Black Pirate," introduced by Jack Arthur, presents "Songs of the Sea," the quartette singing in the pit. Lloyd Collins conducted.

More about "The Black Pirate" in our coming reviews.

* * *

"Seest thou a man wise in his own conceit? There is more hope of a fool than of him." Old Testament, Proverbs XXVI.

Toronto Theatres

REGENT — "The Black Pirate," Douglas Fairbanks—United Artist.

LOEW'S—"Fascinating Youth," All Star Cast—Paramount.

PANTAGES — "The Lady of the Harem," Greta Nissen, William Collier, Jr.

TIVOLI—"The Savage," Ben Lyon and May McAvoy—First National.

Neighborhood Theatres

PALACE—"Desert Gold," Jack Holt — Paramount; "Up in Mabel's Room," Marie Prevost—P. D. C.

ST.CLAIR—"Lovey Mary," Bessie Love — Metro-Goldwyn-Mayer; — "Miss Nobody," Anna Q. Nilsson—First National.

YORK — "Say It Again," Richard Dix—Paramount; "The Road To Mandalay," Lon Chaney — Metro-Goldwyn-Mayer.

COLLEGE—"Sweet Daddies," Vera Gordon, Charlie Murray — First National; "Bachelor Brides," Rod La Roque—Universal.

BEACH—"Rolling Home," Reginald Denny — Universal; "Silence," H. B. Warner—P. D. C.

CAPITOL—"When the Door Opened, Jacqueline Logan—Fox; "The Plastic Age," Clara Bow—Vital.

ALHAMBRA—"Ella Cinders," Colleen Moore—First National; "Silence," H. B. Warner—P. D. C.

PARKDALE — "The Plastic Age," Clara Bow—Vital; "Up in Mabel's Room," Marie Prevost—P. D. C.

OAKWOOD—"The Gentle Cyclone" Buck Jones, Fox; "High Steppers," Lloyd Hughes, Mary Astor — First National.

BEAVER—"The Wheel," All Star Cast—Fox; "Her Second Chance," Anna Q. Nilsson—First National.

PARK — "Bride of the Storm," Dolores Costello — Warner; "The Golden Strain," All Star Cast — Fox; "Why Girls Go Back Home," Patsy Ruth Miller—Warner.

CHRISTIE—"Rainbow Riley," with Johnny Hines — First National; "When Love Grows Cold," Mrs. Rudolph Valentino — F. B. O.; "The Auction Block," Charles Ray, Eleanor Boardman — Metro-Goldwyn-Mayer.

DANFORTH — "The Only Way," All Star Cast—United Artists; "A Social Celebrity," Adolph Menjou —Paramount.

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Montreal Theatres Last Six Months Establish a Record For Business

Illuminating figures on the progress of Montreal theatres during the first six months of 1926 were given in the six months report of the City Treasurer covering the Amusement Tax collections, which was issued July 30. It was shown that the returns for six months ending June 30 last were greatly in excess of any corresponding previous period.

The official report showed that the aggregate attendance at the 59 local theatres during the first six months of 1926 was 11,108,832, as compared with 9,530,717 or the first half of 1925. The Amusement Tax collected by the city from January 1 to June 30 totalled $394,831, of which half goes to the civic treasury and the other half is turned over to the Provincial Government of Quebec. As the admission tax is approximately 10 per cent. of the face value of tickets, it is pointed out that Montrealers paid $3,940,310 for theatrical amusement during the six months. The revenue during the first six months of 1925 was $331,448, the civic figures show.

The financial statement for the first six months of 1926 reveals the fact that the month of 1926 reveals the fact highest attendance and the highest tax returns. The figures for months are as follows:

Month	Tax	Attendance
January	$67,539	1,829,724
February	64,763	1,826,321
March	71,797	1,963,452
April	77,689	2,043,714
May	54,603	1,624,382
June	58,437	1,821,169

Very cold weather prevailed during the month of January while theatre patronage was affected somewhat by the observance of Lent in February and March. The month of June was comparatively cool, which is given as the reason for the better patronage in June than in May.

During the whole year of 1925, the total patronage of Montreal theatres was 19,818,088, with a total theatre revenue of $6,721,920, the ticket tax amounting to $672,192. The total attendance in 1924 was 17,855,628; in 1923, 18,118,021, and in 1922, 17,661,885.

* * *

Charleston Screen Film Presented Centre, Ottawa

Lola Thompson, Solo Dancer, Helps Screen Success.

When the final Charleston film lesson, presented by Ned Wayburn, was screened at the Centre Theatre, Ottawa, by Manager Don Stapleton, during the week of July 25, an added feature was the personal appearance on the stage of Miss Lola Thompson, a well-known dancer of the Canadian Capital, in a demonstration of the new dance. According to Manager Stapleton, this combination proved to be as good in drawing power as a Charleston competition.

* * *

"THE ISLE OF FORBIDDEN Kisses" is the first of three pictures scheduled for Universal's "Round the World."

OLD STRAND REBUILT

All trace of the old Strand Theatre, Ottawa, formerly controlled by Famous Players Canadian Corp., has been sunk by the reconstruction of the Queen Street section into a block of offices and the rebuilding of the old theatre front on Sparks Street for offices for brokers and others.

* * *

W. W. Fenety Adds Valuable Theatre Property

Lease Secured From Famous Players Canadian Corporation.

A purchase of a large piece of property was listed recently when W. W. Fenety, manager and owner of the Gaiety Theatre, Fredericton, N. B. bought the three stores situated in front of his theatre in Fredericton. These buildings are on the chief business street of the capital city of the Province and will give Mr. Fenety control of this valuable site. The Gaiety Theatre is in the rear and is a comfortable handsomely furnished theatre which is an asset to the city and its capable manager is one of Fredericton's foremost citizens, always associated with community welfare.

* * *

"Ben Hur" To Open Auditorium, Ottawa, Aug. 14th

That there will be considerable rivalry in Ottawa during the Centenary is indicated by the fact that Manager Clare Brunton of the Auditorium has announced the Canadian premiere of "Ben Hur" for the Centenary period.

METRO-GOLDWYN-MAYER STARS IN PICTURES ILLUMINATING BROADWAY

Beautiful Marion Davies in "The Red Mill" — Eerie and elusively mystical Lillian Gish in "The Scarlet Letter," and captivating Mae Murray now appearing in "The Merry Widow."

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September 2nd Date of Rally Canadian Exhibitors and Distributors

THE RALLY of Exhibitors and Distributors of Ontario, those who are Independent of Associations and those Associations which represent the various units of our Industry will link up their forces to consider "ways and means" of meeting problems which are devitalizing Canada's picture Industry.

The committee selected to arrange "the rally" is representative of all interests; and such a gathering should make the necessary impression upon the Industry as to the need of consolidated effort in meeting problems; and should create the right impression upon those interests who directly and indirectly, through the will, or indifference of the people control the destiny of Canada's Picture Industry.

I hope that no exhibitor or distributor in Ontario, who is in sound mind and body will fail to avail himself of this opportunity to do a good turn to himself. When all of us, speak for all of us, governments smilingly listen. For an united and consolidated presentation of the rights which belong to those who make up the Industry of a country, is an appeal which commands and wins respect and service. (Ed.)

Sam E. Morris Announces Three Changes in Sales Personal

Sam E. Morris, General Manager of Distribution for Warner Bros. announced three changes in the personnel of his sales staff during the past week. He had placed D. Farquhar in charge as manager of the Salt Lake City branch to take effect at once. W. Rankin assumed the management of the Portland Oregon, branch, while W. K. Beckwith will remain with the same branch as a salesman.

Universal Film Editor Marries

Maurice Pivar, editorial supervisor at Universal City, was married to Miss Sue Cohen of New York City.

Pivar is a veteran in the Universal organization, having grown up in Carl Laemmle's employ.

* * *

Work was started some weeks ago on a brand new moving picture theatre in Hull, Quebec. The four walls were erected and other construction continued but work has now been halted.

"THE IRON HORSE" SHOWS AS FREE SHOW

The ultimate in free moving picture shows was seen in Ottawa, Ontario, during the last week in July when the free film attraction at Parc Royal, an amusement park of Hull, Quebec, across the Ottawa River from Ottawa, was "The Iron Horse." Incidentally, "The Iron Horse" played as a road show in Canadian cities some few months ago.

* * *

Regent, Ottawa, Adopt Open Door Front

Manager Ray Tubman of the Regent Theatre, Ottawa, has adopted the "open-door" policy for this house He has the outer doors removed altogether so that the first lobby is now in open air and he has moved the manager's office from its upstairs location to a convenient room adjacent to the cashier's office.

* * *

"The Black Pirate" Plays Regent, Ottawa, Aug. 14th

The presentation of "The Black Pirate," with Douglas Fairbanks, is scheduled for the Regent Theatre, Ottawa, where Manager Ray Tubman has arranged to present it as a theatre attraction for Ottawa's Civic Centenary starting August 14.

How to reduce: "Just swathe yourself in heavy fur and wintry garb and 'do your stuff,' with mounds of sawdust snow and glistening make-believe ice heaped about, while Old Sol smiles amusedly down from above," says Constance Talmadge who lost three pounds in as many days during the filming of "The Duchess of Buffalo" for First National.

Before Buying Pictures Read The Digest Advertising Pages.

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Vitaphone and "Don Juan" Prove Veritable Sensation Warner Theatre

H. M. Warner Wires to "Digest" Record of New York Successful Opening

"A NEW ERA in motion picture presentation has arrived. It will thrill and startle the world. The marvelous Vitaphone process, which had its first public presentation at the Warner Theatre on August 6th, will revolutionize the Industry. It will make it possible for small town theatres to have the same musical accompaniment as that enjoyed in the biggest theatres the world over. Small town exhibitors will become big-time showmen. They can rent music and they can rent film.

"Picture this! The greatest artists of the operatic and musical field can be heard in the smallest of theatres as well as the largest. Millions of people will be educated to a finer appreciation of the best music that has ever been written by the foremost composers.

"Imagine! The wonderful New York Philarmonic Orchestra — 107 pieces — Henry Hadley, the great musical director, directing—in a small town! The synchronization of music and motion picture is an established fact, and on August 6th the great invention was heard by the public at the De Luxe world's premiere presentation in conjunction with "Don Juan," and proved a veritable sensation, while "Don Juan" has been acclaimed by critics "one of the biggest road-show attractions of the year.'"

(Signed) H. M. WARNER.

New Government Picture Called "Across Canada"

Raymond S. Peck, director of the Canadian Government Motion Picture Bureau, Ottawa, and Nick Carter, chief cameraman of the Bureau, are now shooting up the Canadian West in modern moving picture fashion. They have been taking shots in various centres for a new Government production which is to be titled "Across Canada." Human interest pictures were taken at the Edmonton Fair while at Calgary new shots were made of the Calgary Stampede. Messrs. Peck and Carter have also visited Jasper, which is Canada's largest National Park. They will wind up the picture tour on the Pacific Coast.

Harry O'Regan, Manager Francais Theatre, Ottawa

Harry O'Regan is now the manager of the Francais Theatre, Ottawa, which was re-opened recently by Donat Paquin who also owns the Imperial Theatre, Ottawa, and the Laurier and Eden Theatres, Hull. The Francais operates with three program changes each week and the admissions are 11c and 16c.

* * *

William Redpath Returns To Toronto From West

William Redpath of the Pathescope Company of Canada, Limited, Toronto, has returned to Toronto after a business trip through the Canadian West. A part of his tour was the boat trip from Vancouver, B.C., to Skagway, Alaska, and return.

Death Calls Veteran Exhibitor Valmore Bureau

The death occurred at Ottawa, Ontario, on July 30 of Valmore Bureau, prominent theatre manager in his 35th year, his untimely passing being regretted by a very large circle of friends. He was born in Ottawa and presided as manager of the Francais Theatre, Ottawa, for many years. For the past three years he had been manager of the Olympia Theatre at Grand Mere, Quebec. He was actively identified with the International Alliance of Theatrical Stage Employees. Among personal activities he was a lieutenant in the Garde Champlain, a member of Le Regiment de Hull and was also with the Knights of Columbus. He is survived by his widow, parents, a brother and a sister.

* * *

KIDDYLAND FANTASY

Mgr. E. E. McLaskey, Dominion, Winnipeg Turns Producer.

Manager E. E. McLaskey, Dominion Theatre, Winnipeg, Manitoba, did very well recently with a "Kiddyland Fantasy" as a hot weather specialty. A great many of Winnipeg's juvenile performers were used in the fantasy which was produced by Mr. McLaskey himself and the crowds repsonded nicely.

* * *

Pantages, Edmonton, Closed House Being Redecorated

The Pantages Theatre in Edmonton, Aberta, has been closed for five weeks, during which time the house is being re-equipped and decorated. Grant Pemberton, manager, has gone to Seattle, Wash., to secure new lighting equipment. During his absence, Harry Crossley, assistant manager, has been in charge of the work.

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NEW YORK THEATRES

EMBASSY—"Ben Hur," with Ramon Novarro and May McAvoy; adapted from General Lew Wallace's drama; directed by Fred Niblo — Metro-Goldwyn-Mayer.

RIALTO — "Variety," with Emil Jannings, Lya de Putti and Warwick Ward; directed by E. A. Dupont—U.F.A., Paramount.

ASTOR — "The Big Parade," with John Gilbert and Renee Adoree; adapted from a story by Laurence Stallings; directed by King Vidor —Metro-Goldwyn-Mayer.

LOEW'S LEXINGTON — "You Never Know Women," with Florence Vidor—Metro-Goldwyn-Mayer; "Puppets," with Milton Sills—First National; "The Boy Friend," with Marceline Day—Metro-Goldwyn-Mayer; "Mantrap," with Clara Bow and Ernest Torrence.—Paramount.

LOEW'S NEW YORK—"The Passionate Quest," with May McAvoy —Warner; "You Never Know Women," with Florence Vidor, Metro-Goldwyn-Mayer; "The Sign of the Klaw;" "Puppets," with Milton Sills—First National.

LOEW'S STATE — "You Never Know Women," with Florence Vidor, Metro-Goldwyn-Mayer; "Mantrap," with Ernest Torrence and Clara Bow—Paramount.

PLAZA — "The Rat," with Mae Marsh; "The Social Highwayman," with John Patrick; "Shipwrecked," P. D. C.; "The Devil Horse," with "Rex"—Pathe.

SHERIDAN — "Born to the West," with Jack Holt — Paramount; "Money Talks," with Claire Windsor—Metro-Goldwyn-Mayer.

RIVOLI — "The Great Deception," with Aileen Pringle and Ben Lyon; adapted from George Gibb's novel, "The Yellow Dove," directed by Howard Higgin—First National.

MARK STRAND—"Into Her Kingdom," with Corrine Griffith—First National.

CAPITOL — "The Duchess of Buffalo," with Constance Talmadge, Tullio Carminati and Chester Conklin; written by Hans Kraely; directed by Sidney A. Franklin — First National.

CAMEO — "Passion," with Pola Negri; "Deception;" "Quo Vadis," —First National; "Peter the Great" —Paramount; "All For a Woman," The Last Laugh" U.F.A., Universal.

COLONY—"Oh, Baby," with Madge Kennedy, written and directed by Harley Knowles — Universal.

BROADWAY — "Pals First," with Lloyd Hughes — First National.

CENTRAL — "The Scarlet Letter," with Lillian Gish, directed by Victor Seastrom — Metro-Goldwyn-Mayer.

WARNER'S — "Don Juan," with John Barrymore — Warner.

OLYMPIA — "Paris," wtih Charles Ray; "The Road to Mandalay," with Lon Chaney — Metro-Goldwyn-Mayer.

CRITERION — "Mare Nostrum," with Alice Terry and Antonio Moreno; adapted from Blasco Ibanez's novel; directed by Rex Ingram — Metro-Goldwyn-Mayer.

BROOKLYN STRAND — "The Great Deception," with Aileen Pringle — First National.

* * *

Musicians' Union Demand New Schedule Rates

Exhibitors Meeting With Musicians to Consider Demands.

The M. P. T. O. A. of Canada is considering the new demands made by the Musicians' Union in connection with increase in wages, time schedule number of men who must be engaged, etc.

Meetings are being held between musicians and exhibitors in order to come to an amicable agreement.

F. B. O. OFFICE MOVING INTO OWN QUARTERS

P. C. Taylor announces that the F. B. O. company, of which he is general manager for Canada, is moving into its own quarters in the Film Building and will occupy the entire fifth floor, Victoria St., Toronto.

The Toronto manager is W. E. Allen; Montreal, Harry Decker; St. John, A. L. Gaudet; Winnipeg, T. Newcomen; Calgary, Vernon Dixon; and A. E. Rolston at Vancouver. The growth of F. B. O. distribution in Canada has necessitated larger and individual quarters.

* * *

C. A. Dentlebeck Now With General Electrics

C. A. Dentlebeck has turned his equipment agencies over to the General Electrics Limited of Canada and this company is now the agent for Powers machine, exclusive distributors of Minusa Gold Fibre, Rosco Lamp Coloring, and is also representing the Simplex Projectors and parts, the Hertner Transverter. R. D. Sutherland is general manager for the company. The head offices are in Montreal. Branch offices have been esablished in Toronto, where Mr. Dentlebeck presides, also Ottawa, Quebec City and St. John.

Representative scenes from "The Lone Wolf Returns," a film version of the fifth and latest of the "Lone Wolf" stories by Louis Joseph Vance, starring Bert Lytell and Billie Dove.

A Columbia Pictures Production—Directed by Ralph Ince from a script by J. Grubb Alexander.

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Round About the Studios

GERTRUDE ASTOR has been signed by Fox Films for an important role in "The Country Beyond," the Irving Cummings production based on James Oliver Curwood's story, starring Olive Borden, according to announcement by Winfield R. Sheehan, vice president and general manager.

Miss Astor will appear as the erstwhile "sister" of Lawford Davidson, noted English actor of stage and screen, who is the super-villain of the production.

* * *

"STUDIES IN WIVES," Preferred, will be followed by "His New York Wife," a Hatton script based on a story by Fanny Heaslip Lea. Other pictures to be made by Mr. Bachmann on the coast include "Shenandoah" by Bronson Howard, "Horses and Women," by L. B. Yates, "Dancing Days," by J. J. Bell, "The Worst Woman," by Larry Evans, "Eden's Fruit," by John Goodrich, "Shameful Behavior," by Mrs. Belloc Lowndes, "The Aristocrat" by Larry Evans, "Exclusive Rights" by Evelyn Campbell and "Shopworn" by Patricia Wetherill.

* * *

BRANDON HURST has been announced as an addition to the cast of Metro-Goldwyn-Mayer's "Annie Laurie," starring Lillian Gish. He will play the role of Breadalbane. Norman Kerry has the male lead in the picture now being directed by John S. Robertson. Hobart Bosworth, Patricia Avery, Creighton Hale and many other fine players have parts in this film adapted from an original story by Josephine Lovett.

* * *

JIMMIE ADAMS, Christie comedy star, is the newest of the short-comedy artists to be called upon to inject his laugh-provoking antics into a feature production. Cecil B. De Mille has borrowed Adams from Christie for a featured comedy role in "The Yankee Clipper," which Rupert Julian will direct.

* * *

"THE YANKEE CLIPPER," which is to feature William Boyd and Elinor Fair of "The Volga Boatman" fame, is an original screen story by Denison Clift woven around an historic race between an American clipper ship and an English boat from Fuchow, China, to Boston Harbor, which is to be produced for P. D. C.

In the Warner Special, "Don Juan," John Barrymore and Mary Astor appear in several interesting love scenes. The picture opened at the Warner Theatre, N.Y., on August 6, and has been booked by Sid Grauman for his Egyptian Theatre, Los Angeles.

"VARIETY" which has created such a sensation, released by Famous Lasky, is an adaptation of Felix Holländer's novel, "The Oath of Stephen Huller."

* * *

EMIL JANNINGS and Lya de Putti are featured players in the sensational Paramount German success "Variety." Warwick Ward is another featured player.

* * *

"METROPOLIS," directed by Fritz Lang for U. F. A., the big German company with which Famous are affiliated, is said to rival "Variety" in interest. Breta Helm plays the lead, the part of a factory girl.

* * *

VERA GORDON is being directed by Lloyd Bason with George Sydney in "What Happened to Father."

* * *

MARION DAVIES is being directed in "The Red Mill," for which picture the Metro-Goldwyn-Mayer studios built a concrete canal covering several acres, the banks representing reproductions of Dutch environment and atmosphere. Marion Davies has the role of a little Dutch maid.

* * *

EDWARD LAEMMLE will direct Billie Dove in Bayard Veiller's story "Held by the Law" for Universal.

FORD STERLING

HE STARTED HIS CAREER as a boy clown in a circus, and owns a villa near Nice.

He won fame as a slap-stick comedian, and is known throughout Europe as one of America's leading artistic photographers.

He was known to every kid in the land as a pie-target, and is a fancier of German police dogs, Scotch terriers and Persian cats.

He can dance a professional waltz clog, and is one of Hollywood's most gracious hosts.

He looks like a German burlesque comedian, and speaks four languages.

He used to be captain of Mack Sennett's "Keystone Kops," and is a cartoonist, a painter and a sculptor.

He cries on hearing sentimental songs, and is a polished drawing-room conversationalist.

He has been called by Harold Lloyd "the funniest man in movies," and he goes to England yearly to buy the clothes that earn him the title "the best-dressed man in Hollywood."

He is "the greatest pantomimist on the screen" in the opinion of Allan Dwan and Malcolm St. Clair, and he studied to be a doctor.

He is Ford Sterling, now playing in the greatest part of his career — the title role in the Paramount picture, "The Show Off," which Malcolm St. Clair has directed at the Paramount Long Island studio.

"Ford Sterling, the composite human," he has been called. For since the days he ran away to join John Robinson's circus, he has accumulated as many interests as he has played roles.

* * *

E. A. DUPONT, producer of "Variety," is to direct Universal's production of Victor Hugo's "The Man Who Laughs." Production to take place in France.

* * *

CHESTER CONKLIN in Michael Arlen's "Ace of Cads" for United Artists with Adolphe Menjou featured and Alice Joyce playing the feminine lead.

* * *

POLA NEGRI has a veritable "league of nations" staff for her new Paramount starring picture, "Hotel Imperial." Erich Pommer, supervisor, is German; Maurice Stiller, director, is Swedish; Alexis Davidoff, military technical advisor, is Russian, Pola, herself, is Polish, and the cast includes many nationalities, Americans predominating, of course.

Before Buying Pictures Read The Digest Advertising Pages.

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HERBERT JENNINGS PUTS IT OVER

Interviewed and written by
RUSSELL J. WALDO.

A GREAT deal of attention has been given to the orchestra. A practical orchestra has been selected which can play to the act. They are not selected because they can play equal to the best of artists but selected because of their special ability to play in harmony with the performance.

The orchestra leader is permitted to call the artists into conference with the orchestra and to point out the weak portions of the act when a remedy can be offered. Often the entire musical setting has been changed and the director, Mr. Bromley, has informed the writer that never yet has he been other than highly commended by the artists because of his keen interest in their acts.

The manager believes in taking all time necessary to plan his problems before acting. He is a successful planner doing little talking until he has his plans in such shape as to present them for action. He often calls in some of his subordinates asking them to work out a plan to accomplish the same result he is seeking and asking that the plan be held until a solution can be offered. This has proved most stimulating.

(To be continued.)

W. P. McGeachie, manager Algoma Theatre, Sault Ste. Marie, Ont., believes in snappy fronts as a "draw 'em in" aid — Above is the front used on Universal's "Newlywed" series—"The First Year."

Newspaper Issues Extra On "Outside The Law"

Working on "Outside the Law" at the Campus Theatre, Berkeley, Calif., H. C. McBride, Universal exploitation man, arranged with the local Telegraph News to issue a 2-page extra. The front page, made up with the newspaper's standard head and a 3-line banner announcing "Big Jewel Robbery Causes Sensation — Famous Film Stars are Suspected by Police" was devoted to publicity on the picture. The back page contained the ads. of local merchants. Needless to say, one look at that banner head and the movie fans devoured the rest of the page. At the bottom they found the announcement, "See Solution of the Mystery in 'Outside the Law' Now at the Campus Theatre."

TO BOOST "LOVEY MARY"

The outstanding feature on a campaign for Metro-Goldwyn-Mayer's "Lovey Mary," waged by Manager Jay Merritt, when the feature played at the Baldwin Theatre in Royal Oak., Mich., was a "Mary Matinee" to which every person named Mary was invited as the guest of the theatre.

Cards announced the stunt. These cards had blank lines for the name and address of the lady using it. They were distributed all over the town. Naturally they created an immense amount of interest, and were read by many more people than those who actually filled in their names.

"Lovey Mary," featuring Bessie Love and William Haines, is an adaptation of Alice Hegan Rice's famous novel. Agnes Christine Johnston wrote the screen story. King Baggot directed the production.

* * *

Million dollar theatre, Los Angeles, crowd in advance of opening of Rudolph Valentino in "Son of the Sheik" — United Artist release.

THUMB PRINT CONTEST FOR "OUTSIDE THE LAW"

The thumb print contest suggested in the Universal Press Book for "Outside the Law" which A. J. Sharick, Universal Exploiteer, has been using with a great deal of success in the U. S., was given an even wider appeal in Cleveland, where the Plain Dealer ran it, by having George Koestle, superintendent of the police bureau of criminal detection and one of the best finger print experts in the country act as judge of the contest. A three column cut showing him at his desk going over the entries and two long special stories procured from him by Sharick were used by the paper in addition to a good display of the contest in the news section beginning with the Sunday of the week of the run of "Outside the Law" at Keith's Palace.

* * *

A post card advising motorists to "drive carefully or you will be 'Outside the Law'," was sent to a selected list of 18,000 by the Cleveland Automobile Club.

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Who Else Has Ever Done This for You?

(No. 492 Straight from the Shoulder Talk by Carl Laemmle, President of the Universal Pictures Corp.)

WHAT OTHER COMPANY, BUT UNIVERSAL, WOULD DO IT?

WHAT OTHER COMPANY, BUT UNIVERSAL, HAS EVER DONE IT in all the years you can remember?

WHAT OTHER COMPANY, BUT UNIVERSAL, WOULD THINK OF including four genuine "super special" pictures in its regular selling list instead of jerking them out and selling them separately at "super special" prices?

I TAKE PLEASURE IN CALLING YOUR ATTENTION TO THIS BECAUSE I want you to realize that Universal has always given you full measure and running over!

UNIVERSAL'S GREATER MOVIE LIST IS EASILY THE GREATEST MOVIE list ever offered to you. From start to finish it is a scientifically compiled list of pictures suited exactly to your box office needs.

EVERY PICTURE ON THE LIST IS WORTHY BUT—

AT LEAST FOUR OF THEM WOULD HAVE BEEN CONSIDERED altogether too big in profits to be included in any block of pictures on earth. I myself could take each of these four, get back of them with a big noise and a special sales force and sell them all over the world at a tremendous increase in price. And even at that there would still be a big thing in it for you.

"POKER FACES," "HER BIG NIGHT," "THE MARRIAGE CLAUSE" AND "The Old Soak" are just as big as any special pictures on the market today—just as big in profits for you.

I'LL ADMIT THERE IS ALWAYS A TEMPTATION TO TAKE SUCH pictures away from the regular list and sell them separately. I'll admit it has been suggested to me, and with plenty of good plausible arguments for doing it.

BUT YOU'LL FIND MY ANSWER IN UNIVERSAL'S GREATER MOVIE List, for you'll find these four master-pieces right where you can get a fair shot at them at prices far less than they are worth to you.

YOU DON'T GET SKIMMED MILK WHEN YOU BUY THE UNIVERSAL Greater Movie List. You get the cream of the cream.

NO COMPANY IN THE WORLD HAS CARRIED ON A LIVE-AND-LET-LIVE policy for so many years as the Universal. No company in the world has shown a more liberal spirit in taking you into partnership on all of our good things.

WE ENJOY THE GREATEST GOOD-WILL ANY COMPANY IN THIS industry has ever known—and the Greater Movie List will make it still greater!

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WHY DIDN'T SOMEBODY THINK OF IT BEFORE?

"Individual Specialization!"
WARNER BROS. big idea!

Make pictures one
at a time!

Every picture built
like a special!

No machine-made pictures
from WARNER BROS.

"Individual Specialization"
means 100% concentration!

And few pictures
but better pictures!

That's why WARNER BROS.
lead the field!

Study this list of the
year's finest pictures!

From WARNER BROS.

The Pick of the Pictures for 1926-27

THE BRUTE
Monte Blue, in a virile story of the jungle. Story by W. Douglas. Directed by James Flood.

MY OFFICIAL WIFE
With Irene Rich. Famous story by A. C. Gunter. Directed by Paul L. Stein, noted European director.

THE COLLEGE WIDOW
Featuring Dolores Costello, the screen find of a generation! Adapted from George Ade's well known stage success.

HILLS OF KENTUCKY
With Rin-Tin-Tin, "the wonder dog of the screen." Directed by Herman Raymaker. Better than "The Night Cry."

MILLIONAIRES
(Temporary title). With Louise Fazenda. Story by E. Phillips Oppenheim. Directed by Roy Del Ruth. A billion dollars worth of fun.

WHAT HAPPENED TO FATHER
With Patsy Ruth Miller. Story by Mary Roberts Rinehart. Directed by Lewis Milestone. Glorifying "Dear Old Dad."

IRISH HEARTS
With Dolores Costello, "the girl of your dreams." By Walter Morosco. A haunting romance of modern Ireland.

THE CLIMBERS
With Irene Rich. Adapted from the stage play by Clyde Fitch. Directed by Walter Morosco. A powerful drama of the upper ranks of society.

A ROMANCE
An intriguing story, still untitled, by Arthur Somers Roche. Star, Patsy Ruth Miller. Mr. Roche's popularity as a writer of dramatic fiction needs no introduction to the American public.

BITTER APPLES
With Monte Blue. Story by Harold MacGrath. Directed by James Flood. Colorful drama that shifts from New York to the tropics.

DEARIE
With Louise Fazenda, the screen's funniest character actress. Story by Carolyn Wells. Laughs and thrills with a plot placed beyond the twelve-mile limit.

WHAT EVERY GIRL SHOULD KNOW
An all-star cast. Story by James Wagner. Directed by James Flood. The age of jazz receives a jolt.

ACROSS THE PACIFIC
With Monte Blue as star. Adapted from Charles E. Blaney's melodramatic sensation of two decades ago. Directed by Roy Del Ruth. A devil-may-care plot.

DON'T TELL THE WIFE
With Irene Rich. Directed by Roy Del Ruth. Modern domestic drama. Story by E. T. Lowe, Jr.

WHILE LONDON SLEEPS
Rin-Tin-Tin, the king of canines, in a sensational story of the Limehouse district of London. Story by Darryl Francis Zanuck.

MATINEE LADIES
An all-star cast. Directed by Roy Del Ruth. A social drama of butterfly women and tea-time male vampires.

THE GAY OLD BIRD
With Louise Fazenda. Story by Virginia Dare. Directed by James Flood. Story of a demure damsel who became a daring devil when away from the old home town.

THE HEART OF MARYLAND
With Dolores Costello, the reigning idol of the screen. Adapted from the stage play of David Belasco. A chivalrous story of the South, with a thrill in every foot of film.

WHITE FLANNELS
Adapted from the Saturday Evening Post story by Lucian Carey. Directed by William Beaudine. Every lover of tennis and the outdoors will like this play, with scenes laid in fashionable country clubs and show places of the Riviera.

THE BLACK DIAMOND EXPRESS
With Monte Blue. Story by Darryl Francis Zanuck. Directed by Herman Raymaker. A reckless, daring tale of railroading and adventure.

A MYSTERY DRAMA
The second of the still untitled stories by Arthur Somers Roche. A prominent star will be featured and one of the industry's leading figures will direct it.

THE THIRD DEGREE
With Patsy Ruth Miller. From the stage play by Charles Klein that startled New York.

A MILLION BID
With Dolores Costello, the screen public's latest favorite. Story by George Cameron. What happens when a beautiful girl is placed on the matrimonial auction block.

PRIVATE IZZY MURPHY
With George Jessel, a sure-fire box-office comedian. Directed by Lloyd Bacon. Story of a lone Jewish rookie assigned to an Irish company.

TRACKED BY THE POLICE
With Rin-Tin-Tin, the dog star superb. Story by Gregory Rogers. Directed by Herman Raymaker. Rinty plays an amazing detective role in a melodrama of the underworld.

SIMPLE SIS
(Temporary title). With Louise Fazenda. Story by Darryl Francis Zanuck. Directed by Lewis Milestone. A comedy tomboy-in-calico role played as only the inimitable Louise can play it.

INDIVIDUALLY 26 SPECIALIZED

WARNER WINNERS

for 1926-1927

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CANADIAN MOVING PICTURE DIGEST

Vol. 18, No. 16. TORONTO 2, CANADA August 21st, 1926

REX INGRAM'S
MARE NOSTRUM
THE $2 ROAD-SHOW DIRECT FROM 7 BIG MONTHS ON BROADWAY

A Metro-Goldwyn Picture. By Ibanez
Alice Terry—Antonio Moreno

BUSTER KEATON in BATTLING BUTLER
"KEATON'S GREATEST" —Chicago Tribune

With Sally O'Neil. Presented by Joseph M. Schenck. Directed by Buster Keaton.

WATCH Metro-Goldwyn-Mayer AGAIN!

1926-27 STARTS with SIX of the MOST IMPORTANT RELEASES OF M-G-M HISTORY and YOU know WHAT THAT means!

NORMA SHEARER in The Waning Sex
SUCCESSOR TO "HIS SECRETARY"

Robert Z. Leonard's production with Conrad Nagel

2 BIG WEEKS
CAPITOL, (N.Y.)
The WALTZ DREAM

An UFA production distributed by Metro-Goldwyn-Mayer

THE FIRST OF THE M-G-M WESTERNS
The VALLEY OF HELL
WAIT AND SEE!

Presented by the Big Horn Ranch. With Francis McDonald. Directed by Cliff Smith. Story by Isadore Bernstein.

BLARNEY
A ROMANCE THAT WILL MAKE HISTORY AT THE BOX OFFICE

Marcel De Sano's Production. With Renee Adoree, Ralph Graves.

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2

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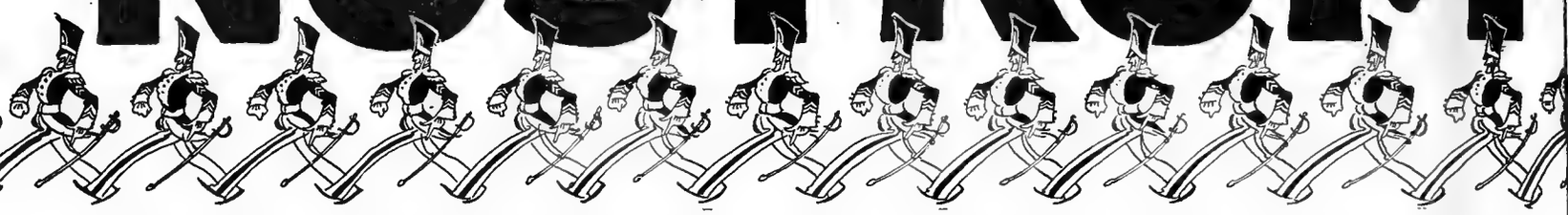
MARÉ NOSTRUM

REX INGRAM'S *production*

BY IBANEZ—ALICE TERRY—ANTONIO MORENO

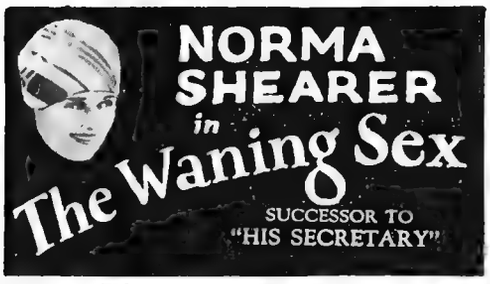


heads the Parade of Hits for 1926-27 from Metro-Goldwyn-Mayer!

DIRECT from 7 big months
AT the Criterion, (N.Y.)
AT $2 admission!
THAT'S how M-G-M
STARTS you off
FOR the Season 1926-27
TO a grand and glorious
MONEY-making year!

Advertisement in N. Y. papers this week

—AND THESE SEPTEMBER RELEASES



Robert Z. Leonard's production with Conrad Nagel

An UFA production distributed by Metro-Goldwyn-Mayer

With Sally O'Neil. Presented by Joseph M. Schenck. Directed by Buster Keaton.

Presented by the Big Horn Ranch. With Francis MacDonald. Directed by Cliff Smith. Story by Isadore Bernstein.

GO AND GET M-G-M NOW!

Marcel De Sano's Production. With Renee Adoree, Ralph Graves.

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9th Annual
Paramount
WEEK
Sept. 5th to 11th
The "Big Money Week" of the Year

—when thousands of theatres show none but Paramount Pictures. Already the greatest of all Paramount Weeks, and more coming in every day. You get newspaper advertising with your releases listed without charge. You get the best pictures in the business. Paramount Week is nationally advertised, the public is waiting for it, and with all this free publicity it's a set-up for a box-office clean-up.

Ninth Annual Paramount Week heralds Paramount's 15th Birthday Group—already out and breaking box-office records everywhere. ***See the Paramount Salesman and get in on the big money week of the year.***

Paramount Pictures
Famous-Lasky Film Service Limited
St. John - Montreal - Toronto - Winnipeg - Calgary - Vancouver

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"Aloma of the South Seas"

"Padlocked"

Box
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Rea
192

Breaking Rec

"You Never Know Women"

"Mantrap"

FAMOUS-LASKY FI

ST. JOHN - MONTREAL - TORONTO

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"The Show Off"

s Everywhere

"Variety"

"Nell Gwyn"

SERVICE LIMITED

WINNIPEG - CALGARY - VANCOUVER

Before Buying Pictures Read The Digest Advertising Pages.

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Harold Lloyd
in
"For Heaven's Sake"
Produced by
Harold Lloyd Corp.
Directed by Sam Taylor

A
JAMES CRUZE
production
"The Pony Express"
with
Wallace Beery
Ricardo Cortez
Betty Compson
Ernest Torrence

Thomas Meighan
in
"The New Klondike"
with
Lila Lee
a
Lewis Milestone
production

Adolphe Menjou
and
Florence Vidor
in
"The Grand Duchess and the Waiter"
Directed by
Mal St. Clair

An
Edward Sutherland
production
"Behind The Front"
with
Wallace Beery
Raymond Hatton
Mary Brian

PAST, PRESENT
AND FUTURE
Paramount
OUTCLASSES
THE FIELD
IN
BIG PICTURES

Douglas Maclean
in
"That's My Baby"
Directed by
William Beaudine

A
Victor Fleming
production
"The Blind Goddess"
with
Jack Holt
Ernest Torrence
Esther Ralston
Louise Dresser

A
Herbert Brenon
Production
"The Song and Dance Man"
with
Tom Moore
Bessie Love
Harrison Ford
Norman Trevor

RICHARD
DIX
in
"Say It Again"
Directed by
Gregory La Cava

FAMOUS-LASKY
FILM SERVICE LTD.
St. John Toronto Calgary
Montreal Winnipeg Vancouver

Clara Bow
Alice Joyce
Conway Tearle
in
"Dancing Mothers"
Directed by
Herbert Brenon

A
Clarence Badger
production
"The Rainmaker"
with
Ernest Torrence
William Collier, Jr.
Georgia Hale

ZANE GREY'S
"Born to the West"
with
Jack Holt
Margaret Morris
Raymond Hatton
Directed by
John Waters

ZANE GREY'S
"The Vanishing American"
with
Richard Dix
Lois Wilson
Noah Beery
Directed by
Geo. B. Seitz

Bebe Daniels
in
"The Palm Beach Girl"
with
Lawrence Grey
Directed by
Erle Kenton

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104
Two-Reel
Rib Ticklers

Each One
Guaranteed
to Be Good

COMEDIES

Mack Sennett
Comedies

Harry Langdon
Comedies

Hal Roach
Comedies

Regal Films Limited
Canadian Distributors

104
Two-Reel
Laugh Makers

Each Worthy
of Advertising
as a Feature

Two a Week
During Season

The Very Best
to Be Had

*You Can Book
Them Now*

Regal Films Limited
Canadian Distributors

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Producers Distributing Corp. Offers Consistently Good Features for Season 1926-27

What Makes Good Pictures!

These Stars

Leatrice Joy
Rod LaRocque
Jetta Goudal
William Boyd
Elinor Fair
Vera Reynolds
Priscilla Dean
Marguerite de la Motte
Joseph Schildkraut
Henry B. Walthal
H. B. Warner
Laska Winter
Rudolph Schildkraut
John Bowers
Theodore Kosloff
Rockliffe Fellowes
Seena Owen
Robert Edeson
Marie Prevost
Junior Coghlan
Edmund Burns
And a score of other well-known personalities.

These Directors

CECIL B. DEMILLE
Paul Sloane
Edward Dillon
Wm. C. DeMille
Wm. K. Howard
Alan Hale
Frank Reicher
Frank Urson
E. Mason Hopper
Ralph Ince
Donald Crisp
George Melford
Rupert Julian
AL CHRISTIE

These Studios

Cecil B. DeMille Studios at Culver City.
Metropolitan Studios at Hollywood.
Christie Studios at Hollywood.

These Titles

"Gigolo"
"Sunny Side Up"
"The Yankee Clipper"
"The Speeding Venus"
"Meet the Prince"
"For Alimony Only"
"A Harp in Hock"
"The Sea Wolf"
"Ladies Must Love"
"For Wives Only"
"The Country Doctor"
"Young April"
"Risky Business"
"Almost a Lady"
"West of Broadway"
"Pals in Paradise"
"Silk"
"The Clinging Vine"
"Rubber Tires"
"Turkish Delight"
And many others to a total of forty, each a guaranteed attraction.

Producers Distributing Corp. has taken a very definite place in the forefront as producers of the highest class Feature Pictures. The Exhibitor who holds a contract for showing the entire 40 is virtually guaranteed a highly profitable season.

Regal Films Limited

Sole Distributors for . . . . Dominion of Canada

Toronto - Montreal - St. John - Winnipeg - Calgary - Vancouver

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Canadian Moving Picture DIGEST

Published by Canadian Moving Picture Digest Company, Limited
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RAY LEWIS
Editor and Managing Director
GEORGE C. WILLIAMS
President

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Established in 1915 for Exhibitors
Subscription: $5.00 yearly
Telephone: Trinity 1481

Vol. 18, No. 16. TORONTO, CANADA August 21st, 1926

Ray Presents

DID you ever meet the son of Jerry Shea? No? Well then you should. Chauncey Olcott and Fiske O'Hara have nothing on Nelson Shea as they say, for Nelson is a true Celt, and if he could act as well as he can look, and had the inclination to rival John Barrymore as a matinee idol of the screen, well, Nelson would make John "turn green with envy", I am thinking. But "handsome is as handsome does" so said my grandmother, and Nelson true to the adage of being a showman and not an actor does handsomely.

Walk into the Regent Theatre where he is at present, since the closing of the Hippodrome, and note the handsome manner in which he receives his "paying guests," the patrons of the theatre; and the non-paying ones of the rank of scribes also, such a "grand gentleman he is to be sure," and I always feel that here is the type personified of our "New Showman" as he should be.

* * *

I THINK the first run houses should observe a strict rule of etiquette governing the dress of their orchestra and its conductor. All eyes are fastened upon them; and a smartness of dress pleases the eye; and commands a respect of attention from the audience. The conductor especially should never appear without the customary "evening regalia." He is not doing justice to himself or his theatre by not looking immaculate. That is one thing which impressed me at the Capitol, New York, from manager to conductor, from conductor to usher, dignity, style; you feel privileged to get in.

* * *

IMAGINE carrying 1,700,000,000 passengers on trains, involving 262,000,000 passenger train miles in Great Britain in 1925 and only one passenger killed.

No exactly killed but died from shock, because of a weak heart. The answer? Efficiency.

(Continued on Page 12)

Amusement Tax Must Go

THE AMUSEMENT TAX must go, so say twelve hundred motion picture theatre owners across Canada as representatives of millions of theatre patrons.

As a war time measure all graciously submitted to this collection of pennies for the government, but eight years after the Armistice is surely a long enough period in which to have arranged the elimination of war-time expediencies.

New Zealand, Australia, England, have taken very decided steps so that the masses who can only afford a maximum amusement cost of fifty cents should not be taxed for this modest expenditure. The United States has removed the Amusement Tax.

The man who takes his entertainment in the collection of rare books, paintings, pays no Amusement Tax.

The man who goes to a motion picture theatre and spends fifty cents a week must contribute out of his amusement his share of the taxes to pay for the provincial improvements enjoyed by the millionaire collector.

A year ago, the Hon. Col. W. H. Price, Provincial Treasurer for Ontario, stated in a public address that he would like to see the Amusement Tax go and in its stead a tax placed upon gasoline.

The Tax went off bowling alleys, billiard parlors, with which we find no occasion to find fault, but are these to be classed in importance for consideration with the Industry of Motion Pictures which is so rapidly becoming one of the leading Industries in Canada?

Is this Industry which is bringing an enormous revenue into Canada by way of employment, trade and commerce, taxes to the Government, is this Industry to remain the last among the least of enterprises to receive the consideration of the government?

The tax is an annoyance to patrons of motion picture theatres; and any annoyance occasioned in purchasing necessities is poor business. Entertainment is man's greatest necessity.

Is it not one of the duties of our country to provide entertainment for its people as cheaply as possible, that they may be fitted through relaxation, to carry on the work of the nation?

Wake up, Canada, you are behind the other colonies of the British Empire, behind the Mother country in your continuance of the Amusement Tax. Here is an opportunity to remove a tax from the people to whom this added cost is an economical consideration.

Ray Lewis

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In the kind of a picture they like him best - - -

A famous English romance vibrating with drama, laughter and tears - - affording the screen's most lovable actor his greatest character

An English Star!

An American Actor!

A Canadian Director!

An International Success!

Adapted from the story by the noted English writer

JEFFERY FARNOL

Directed by

SIDNEY OLCOTT

Richard Barthelmess

IN

THE AMATEUR GENTLEMAN

First National Pictures

Not Just Once in a While But Week After Week
First National Feeds the Box Office

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As we remarked before---
"not just once in awhile!"

EXHIBITORS DAILY REVIEW — AUGUST 12, 1926

Hold Talmadge Picture

On account of the splendid business recorded at the Capitol Theatre by "The Duchess of Buffalo," the Constance Talmadge picture, it has been decided by Major Edward Bowes to continue the run another week. The business so far has exceeded the record of "Connie's" former picture "Her Sister From Paris."

Four other First National pictures played on Broadway this week, including "The Great Deception," a Robert Kane production, "Into Her Kingdom" with Corinne Griffith and "Pals First," produced by Edwin Carewe.

FIRST NATIONAL PICTURES

And the showmen are singing:

Not for just an hour
Not for just a day
Not for just a year
But **ALWAYS!**

By Irving Berlin and

FIRST NATIONAL

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Ray Presents

(Continued from Page 9)

Incidentally, "Nell Gwyn" is "knocking them dead," as we say in America, "Tiptoes" with Dorothy Gish and Will Rogers follows and "Madame Pompadour" is also to come. When England takes the production of motion pictures as a sound investment, England will need no quotas to be considered.

* * *

THE TALK OF BROADWAY is Warner's Vitaphone which certainly shares honours with the "Don Juan" of John Barrymore.

A survey of all criticisms acclaim the Vitaphone as a forerunner of talking motion pictures; and especially is the address of Will Hays commended for its faithfulness in recording all the inflections and mannerisms of Mr. Hays' tones and delivery. Mr. Hays extolled and commended in his Vitaphone message those associated with Warner for this new miracle in an age of miraculous inventions. It may prove the solution to the problem which is confronting theatres who are trying to "keep up with the Joneses." The Little Theatre with a Vitaphone will be able to compete with the Big Theatres by way of orchestral and prologue presentations.

* * *

J. Berman, of United Artists, returns from a trip to Vancouver; and reports that he saw The Digest everywhere; and that the exhibitors were happy that at last we were at peace with each other and united for the general good.

Out West where the "How dye" and the hand-clasp take on the bigness of the territory, where men and women folk talk from their chest, and use their noses not for voice production, but for "blowing" and smelling, the feeling to be friends is very strong.

A wise man said, "Go West, young man, Go West," and learn in the immensity of space how to be big; and one of the surest tests of bigness, is the capacity to forget oneself in the issues which concern all.

* * *

THE 48TH YEAR of the Canadian National Exhibition, Toronto, will take place Aug. 28th to Sept. 11th. The world's largest annual exposition, 300 acres, 80 permanent buildings. The world in review. Overnight by train or two days by motor from anywhere in the middle and Eastern States. Fare, one and a half.

CARMEL MYERS

Gets an opportunity to display her brunette beauty and her ability in Metro-Goldwyn-Mayer's superfeature "Ben Hur."

On Sept. 2nd, the Exhibitors' Rally for the deputation to parliament Buildings, see the Exhibition and remove the Amusement Tax.

* * *

Manager Daly, of the Tivoli Theatre, presents his topical events in an interesting fashion. He selects the "meat" of passing events, arranges these in continuity, and presents his audiences with a succession of "high spots." The wheat minus the chaff.

* * *

RELIGIOUS freedom has been purchased through "rivers of blood;" and no man shall have the authority, to say who is our God, or how we shall worship Him. It is well, however, for those who follow a form of belief to not thrust its rituals into the state so that these opinions may come into conflict with the machinery of the government, or with Trade and Commerce.

In a province where there are peoples of many faiths, no Censor Board should inflict the prejudices of its religious beliefs in its judgment of a picture. The picture should be censored according to the Universal values of our civilization; and absolutely separated from a one-point vision.

* * *

A man is possessed of three characters. The one which he exhibits, the one which he has, and the one which he thinks he has.

—A. KARR.

Toronto Theatres

REGENT—"The Black Pirate," with Douglas Fairbanks—United Artists.

LOEW'S—"The Boy Friend," with Marceline Day, John Harron — Metro-Goldwyn-Mayer.

PANTAGES — "Prince of Pilsen," with George Sidney and Anita Stewart—P. D. C.

TIVOLI — "Into Her Kingdom" with Corrine Griffith—First Nat.

Neighborhood Theatres

BEACH — "The Sporting Lover," Conway Tearle—First National. "The Wilderness Woman," Aileen Pringle—First National.

BEAVER — "Ranson's Folly," with Richard Barthelmess — First National; "The Savage," Ben Lyon—First National.

COLLEGE — "Silence," H. B. Warner—P. D. C. "Say It Again," Richard Dix — Paramount.

PARKDALE — "Puppets," Milton Sills—First National; "Padlocked," Lois Moran—Paramount.

ST. CLAIR—"Up in Mabel's Room," Marie Prevost—P. D. C.; "The Road to Mandalay," Lon Chaney—Metro-Goldwyn-Mayer.

ALHAMBRA — "The Plastic Age," Clara Bow—Vital; "Say It Again," Richard Dix—Paramount.

PALACE — "Padlocked," Lois Moran, Paramount; "The Plastic Age," Clara Bow—Vital.

OAKWOOD — "Padlocked," Lois Moran—Paramount; "Black Paradise," Madge Bellamy, Edmund Lowe.

CAPITOL—"Up in Mabel's Room," Marie Prevost—P. D. C. "The Still Alarm," All Star Cast.

YORK — "Paris," Charles Ray — Metro-Goldwyn-Mayer; "Silence," H. B. Warner—P.D.C.; "My Own Pal," Tom Mix—Fox.

PRINCE OF WALES—"The Storm Breaker," House Peters, Universal; "The Dixie Merchant," Madge Bellamy.

RED MILL — "The Goat Getter," Billy Sullivan.

* * *

Enthusiastic Praise Given "Lady of the Harem"

Toronto Press Commend Highly Paramount's Feature with Greta Nissen.

The Daily Mail and Empire, in commenting upon Paramount's "Lady of the Harem," with Greta Nissen, William Collier, Jr., Ernest Torrence and Louise Fazenda, states among other praiseworthy things, "It is one of the most magnificently filmed stories ever seen upon the screen."

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New Canadian Association of Theatre Owners of Alberta Now Formed

For the first time in the history of the moving picture business in Alberta, a real exhibitors association has been organized for the whole Province as a result of a convention of independent theatre owners at the Macdonald Hotel, Edmonton, Alberta recently. Representative independent owners attended the important gathering and the net result was the establishment of the "Independent Theatre Owners Association of Alberta," with headquarters in Edmonton.

Stan. Bailey, proprietor of the theatre at Camrose, Alberta, was elected president; Art Entwistle, Dreamland Theatre, Edmonton, vice-president; W. J. Long, Rialto Theatre, Edmonton, secretary-treasurer, and the ollowing were elected to the Board of Directors: W. P. Pilkie, Vermillion, Alberta; R. J. Grant, Wetaskiwin; D. Free, Stettler; M. Allen, Monarch Theatre, Edmonton, and L. Goodridge, Gem Theatre, Edmonton.

Following the business sessions, the delegates attended a real banquet in the Macdonald Hotel at which Ald. C. L. Gibbs welcomed the exhibitors in behalf of the city. The principal speaker was Howard Douglas of Edmonton, chief moving picture censor for Alberta, who was tendered an ovation in recognition of his fine cooperative spirit for many years past.

Montreal Civic License Fees For Theatres Reaches $46,906

During the past year the Civic Administration of Montreal, Quebec, has collected the sum of $46,906 in civic licenses, fees from the theatre proprietors of the city, according to the annual report of the city treasurer just published. Eight large theatres paid $500 each for the privilege of operating, while 51 other theatres paid various fees totalling $42,906 for the current 12 months. Montreal is the largest city in Canada with a population of 800,000. The figures show that there are 59 theatres within the city limits for this population.

* * *

Preferred Foreign Director Off For Los Angeles

"Studies in Wives" to be First Picture Directed by Dr. Alexander Arkatov.

Dr. Alexander Arkatov, distinguished foreign director, recently signed by J. G. Bachmann to make a series of Preferred Pictures, has left for the coast following the producer's decision to transfer studio activities from New York to Hollywood. Dr. Arkatov, who co-directed "The Cabinet of Dr. Caligari" and was responsible for other European successes, will make as his first American assignment, studies in Wives," on which work will start as soon as he arrives in California.

Mae Busch in Metro-Goldwyn-Mayer production directed by Robert Z. Leonard, "Time, the Comedian," which improves Mae's loveliness.

Winnipeg Photograms News Weekly by Exhibitor Reel

Walter F. Davis, Manager Metropolitan Theatre, Winnipeg, Presents Local Scenes.

"Winnipeg Photograms" is the title of the news weekly which Manager Walter F. Davis is featuring at the Metropolitan Theatre, Winnipeg, every week. This reel is taken by Angelo Accetti, a well-known local cameraman, under the personal direction of Mr. Davis. Local and nearby scenes are used exclusively in the reel, apart from the outside weekly. Manager Davis has been getting excellent publicity in the local newspapers with the "Winnipeg Photograms."

* * *

BUSTER KEATON'S next feature a U. S. civil war comedy, "The General," deals with the incident centred around the famous Andrews railroad raid of 1862.

"The Country Beyond" Fox Oliver Curwood Story

Irving Cummings Directing Scenes Jasper Park, Canada.

WESTERN CANADA is rapidly coming into its own on the screen. The scenic beauty of the northlands, always a source of delight to the tourist, as well as the home folks, has attracted the attention of the Fox Films Corporation with most gratifying results to those whose slogan is "See Canada First."

Irving Cummings, one of the best known and most efficient directors in motion pictures today, is at present with his entire company filming scenes in Jasper National Park. He is producing Fox Films' version of "The Country Beyond," from the novel by James Oliver Curwood.

Cummings, accompanied by his entire staff of cameramen, technical experts and property men, and the members of the company appearing in the photoplay, are making their headquarters at Jasper Park Lodge on Lake Beauvert where they have been hospitably entertained by J. O'Brien, the manager.

From the Lodge they have gone far into the interior, making a two-day trip by pack horses to Lake Maligne. Many of the scenes are being filmed here. The company also "shot" scenes for four days at Lake Edith Cavelle, with its angel glacier background.

* * *

THEDA BARA APPEARS IN "MADAME MYSTERY"

What a "new type comedy" is finds a vivid examplification in Hal Roach's recent comedy produced for Pathe Exchange in New York, entitled "Madame Mystery" and starring Theda Bara.

Settings to suit the story in the smallest detail, whether they embrace steamships and palaces, cabins or country lanes. In the Theda Bara picture are half a dozen different interior settings as elaborate as feature productions require, and one reproduction of a section of a steamship one hundred and fifty eight feet long.

In "Madame Mystery," Theda Bara is supported by Tyler Brooke, James Finlayson, Fred Malateata and Babe Hardy.

* * *

Emil Jannings Will Arrive In America in November

Emil Jannings will arrive in Hollywood early in November to make his first picture for Paramount, according to an announcement made by B. P. Schulberg, associate Paramount producer.

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WINNIPEG

Mr. W. Popham of the Elite Theatre, Kamsack, was in Winnipeg on business last week.

* * *

Mr. R. Basler of Melville spent some time in Winnipeg last week arranging bookings.

* * *

Mr. J. L. Derry, of the Palace Theatre, Kenora, was in Winnipeg last week. Reason unknown, but no doubt for a good cause.

* * *

A four-pound bass was hooked at Kenora, Ont., a couple of weeks ago by Ted Gould, and he wishes to announce that this is the last four-pound bass left in the lake. For those from Missouri, they might verify this by writing to Mr. Derry at the Palace Theatre, Kenora, Ont.

* * *

Mr. Rothstein of the Arlington Theatre, Winnipeg, is building a new six-hundred seat neighborhood theatre on Sargent Avenue, as well as another house of the same size in Norwood.

* * *

The old Monarch Theatre, which has been in existence in this city almost since pictures have been shown, is now going to be remodelled and no doubt will be used as a shoe store. Mr. Morton, who has been running the theatre for over ten years has moved the contents of this house across the street into the Rialto. The name Rialto will be discontinued, and the theatre will be called the Monarch.

* * *

"EVERY MOTHER'S SON" SHORTLY FOR CANADA

Announcement is made by Regal Films, Ltd., that it will release in a short time the much-talked-about British super-feature, "Every Mother's Son." There is a distinct demand for British pictures in Canada and "Every Mother's Son" will no doubt be played in many theatres throughout the Dominion.

NEW YORK THEATRES

CAMEO — "So This is Paris," directed by Ernst Lubitsch—Warner.

MARK STRAND — "The Amateur Gentleman," Richard Barthelmess, First National.

RIVOLI — "Loves of Ricardo," with George Beban, written and directed by Mr. Beban.

BROADWAY — "The Mystery Club," with Matt Moore.

COLONY—"Senor Daredevil," with Ken Maynard—First National.

CENTRAL — "The Scarlet Letter," with Lillian Gish, adapted from Nathaniel Hawthorne's classic, directed by Victor Seastrom—Metro-Goldwyn-Mayer.

WARNERS — The Vitaphone, also "Don Juan," with John Barrymore, directed by Alan Crosland, Warner.

ASTOR — "The Big Parade," with John Gilbert and Renee Adoree, adapted from a story by Laurence Stallings, directed by King Vidor—Metro-Goldwyn-Mayer.

CAPITOL — "The Duchess of Buffalo," with Constance Talmadge, Tullio Carminati and Chester Conklin, written by Hans Kraely, directed by Sidney A. Franklin — First National.

OLYMPIA—"Braveheart," with Rod La Rocque—P. D. C.; "Say it Again," with Richard Dix—Paramount.

RIALTO — "Variety," with Emil Jannings, Lya de Putti and Warwick Ward, directed by E. A. Dupont—U.F.A. Paramount.

EMBASSY — "Ben Hur," with Ramon Novarro and May McAvoy, adapted from General Lew Wallace's drama; directed by Fred Niblo—Metro-Goldwyn-Mayer.

PLAZA — "More Pay, Less Work," with Mary Brian; "My Old Dutch," with May McAvoy; "Braveheart," with Rod La Rocque—P. D. C. "A Trip to Chinatown," with Margaret Livingston—Fox.

SHERIDAN—"Volcano," with Bebe Daniels—Paramount; "The Gold Rush," with Charles Chaplin — United Artists; "Orphans of the Storm," United Artists; "The Sea Hawk—First National.

BROOKLYN STRAND — Into Her Kingdom," with Corrine Griffith — First National.

LOEW'S NEW YORK — "Miss Nobody," Anna Q. Nilsson—First National; "Mantrap," with Clara Bow—Paramount; "The Kick Off," "The Warning Signal," "Rolling Home," with Reginald Denny — Universal.

LOEW'S STATE—"Mantrap," with Clara Bow — Paramount; "The Waltz Dream," U.F.A., Metro-Goldwyn-Mayer.

LOEW'S LEXINGTON — "Mantrap," with Clara Bow — Paramount; "It's the Old Army Game," W. C. Fields—Paramount; "The Great Deception," Aileen Pringle—First National, "The Waltz Dream" with Mady Christians, U.F.A., Metro-Goldwyn-Mayer.

* * *

"Up In Mabel's Room" Breaks House Records

That the public is still partial to comedy-dramas is shown by the great success exhibitors, who are showing "Up in Mabel's Room," are having. This Al Christie fun special made for Producers Distributing Corp. (released in Canada by Regal), has been playing the leading first-run houses throughout Canada during the hottest part of the summer and in several instances has broken house records.

Motiograph De Luxe Projectors
(Standard Arc, Reflector Arc and Mazda Models)
Cont-El-Arc Motor Generators
(For all conditions of Amperage and Voltage)

Walker Sunlight Gold Fibre Screens

. . THE . .
COLEMAN ELECTRIC CO.
258 Victoria Street - Toronto (2) Canada
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WE OFTIMES ENTERTAIN ANGELS UNAWARE

"Sorrows of Satan" Has Host of Angels Which Blow in From Everywhere.

Among the eighteen extras who took the part of angels in D. W. Griffith's production, "Sorrows of Satan," were: Joe Gluck, manager of a physical culture gymnasium at Columbus Circle, N.Y.; Carl Morton, champion spring swimmer of the Detroit A. C.; Ramon Racomar, sculptor, whose work, "Head of The Prophet," was exhibited at the American Academy of Art last winter; Ernest Daniels, college man, professional prize-fighter and member of the D. K. E. fraternity; Tom Mallinson, a song plugger for Irving Berlin, and Albert Kirsch, a salesman for the American Venice real estate development. Aspiring to become motion picture actors these men answered the call of Paramount's casting director and, because of their physical perfection, were given the parts in the Griffith spectacle.

The leading roles of Saint Michael and Lucifer were played by Frances Maran, formerly an actor in Vienna and Madrid, and Henry Van Bosen, a professional model whose face appears on cigarette posters throughout the country. Maran, as St. Michael hurled his denunciation of Lucifer in Spanish, while Van Bosen, as Lucifer, replied in his native hoch Deutsch. Griffith, while conceding the possibility that the heavenly hosts were not confined to the use of the English language, had to assume from their actions that they were repeating the lines he had given them.

* * *

Bayard Veiller, Author Writing Original Screen Script

Bayard Veiller, well known playwright and author, whose gripping mystery melodrama " Held By The Law," is now being made into a Universal Jewel by Edward Laemmle, has been engaged by Universal to write an original story for an all-star production.

The playwright is now at work on the script, at his summer home near Darian, Conn., and is in frequent consultation, there or at the Universal home office, with Phelps Decker, Eastern scenario chief for Universal, or with other officials and excutives of that organization, in order to make this the best screen story of the year.

No title has been selected for the picture, which deals with one of the popular questions of the day. It will be made as a big Jewel production for release early in the 1927-28 season.

Publix Southern Houses Get Universal Short Product

"The Newlyweds and Their Baby" and the New Buster Brown Comedies in All Class A Houses in Dixie.

An arrangement was arrived at between the Universal Pictures Corporation and the Publix Theatres whereby Publix houses in forty or more cities and towns in the South will get the entire Universal Short product for the coming year. The agreement gives Universal a far better representation in the South for its short product than ever before, and gives to the Publix houses the first-run rights on such outstanding short features as the new Buster Brown Comedies, "The Newlyweds and Their Baby" series of two-reelers, and "Let George Do It" comedies and other high-grade Universal shorts.

Ralph W. B. Williams, Sales Director for Universal's Southern Division, assisted by Julius Singer, Universal Short Product Sales Manager, closed the proposition with D. J. Chatkin, short subjects buyer for the Publix houses. In addition to the comedies noted in the foregoing, the arrangement includes the five new Universal serials, the new Gump Comedies, the two-reel Western Mustang dramas being made by Universal, 52 one-reel Bluebird Comedies, and the International News-reel, which is released by Universal.

The forty cities and towns concerned in the deal represent about two hundred theatres.

Archie Cameron, Manager College Theatre, Winnipeg

Cliff Schaufele Makes the Appointment For Universal.

Worthy promotion has fallen to Archie Cameron, for three years assistant manager of the Lyceum Theatre, Winnipeg, Manitoba, who has been made manager of the College Theatre, Winnipeg, by Cliff Schaufele general manager of the three Universal theatres in Winnipeg. Mr. Schaufele himself has charge of the Lyceum, Fred W. Crosbie continues as manager of the Starland, and Mr. Cameron goes to the College.

* * *

USE KING'S CARRIAGE IN "WEDDING MARCH"

The gold-trimmed and silk-embroidered carriage at one time used to transport the late Emperor Franz Josef through the streets of Vienna, is now in Los Angeles where it is being used as a motion picture prop. It is being used in "The Wedding March," Erich von Stroheim's latest production.

The carriage was built for the emperor in 1860 and served him as his state carriage until the Eucharistic Congress in Vienna.

Representatives of Von Stroheim opened negotiations with the state museum officials in Vienna several months ago and the consummation was not a simple matter.

"The Wedding March" is being produced by P. A. Powers and is to be released through Paramount as a super-special.

Julian Eltinge the very gay madame in P. D. C.'s hilarious comedy 'Madame Behave.'

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GEORGE McMANUS NOTED CARTOONIST ENTERS THE MOVIES

George McManus, noted newspaper cartoonist, and the creator of such popular comic strips as "The Newlyweds and Their Baby," "Let George Do It," and "Bringing Up Father," will personally assist in the filming of "The Newlyweds and Their Baby" and "Let George Do It," the two comedy series now being made from his cartoons by the Stern Brothers for Universal.

The two series of two reelers are well into production, several of "The Newlyweds and Their Baby" comedies already having won great success on Broadway and elsewhere. The cartoonist, until now, has been unable to take an active hand in the screening of these comedies, due to the pressure of his activities with the King Feature Syndicate. This trip marks his first personal entry into the motion picture field.

Arrangements are being perfected for a First-night premiere of one or more of the McManus-Stern Brothers comedies in one of the big Los Angeles houses, at which the cartoonist will make a personal appearance. He may supplement this appearance with a few rapid sketches made on the stage for the amusement of the first-nighters.

* * *

F. B. O. Product Goes To Famous In New England

Theatres of Publix—Gray Circuit—and Gordon Circuit.

The purchase by Famous Players-Lasky of New England of the entire 1926-27 output of Film Booking Offices of America, for showing in the theatres of Publix, the Gray Circuit and The Gordon Circuit has been announced.

The pictures will be shown in the Key cities in five different States.

This is the second large deal put through on successive days, the Comerford Amusement Company having previously taken the F. B. O. product for its big string of Pennsylvania houses.

The New England transaction was consummated by Edward J. O'Leary, branch manager for F. B. O. in Boston.

* * *

James Hall To Be Pola's Next Leading Man

James Hall has been selected to play Pola Negri's leading man in her Paramount production, "Hotel Imperial."

Hall, who scored a real success on New York's musical comedy stages and was then signed to a contract by Paramount is now playing the leading male role in Bebe Daniels' picture, "The Campus Flirt."

Our Canadian star, Norma Shearer, twinkling with a steady glow among the stars in the Metro-Goldwyn-Mayer firmament.

Seena Owen and Arnold Gray In "Flame of the Yukon"

The two artists featured in "The Flame of the Yukon," a P. D. C. production, are Seena Owen and Arnold Gray. Miss Owen long has been a motion picture star who scored great success by her portrayals in "Intolerance," "Lavender and Old Lace," "The Woman God Changed," and recently "Shipwrecked." She is a highly talented screen personality and in her latest screen portrayal, she reaches great heights of artistry.

Arnold Gray made his screen debut as an extra in one scene of a picture several years ago, but finding he was not wanted, he became an automobile salesman. One day, the director of "The Old Soak," gave him a small part in which he scored with the result that he was cast for the leading man's role opposite Miss Owen in "The Flame of the Yukon." Mr. Gray has a distinct personality and his screen success is certain.

* * *

Government Film Scenes Restigouche River, N.B.

Splendid pictures of the Restigouche River and the surrounding scenery were taken by F. C. Badgley and Cameraman Hollingshole of the Federal Government Moving Picture Bureau, Ottawa.

Mr. Badgley made friends in Saint John while here filming the City of the Loyalists. Since then he has been associated with First National Pictures, Inc.

Both Mr. Badgley and Mr. Hollingshole will be present at the official opening of the Grand Falls Power project at which many Canadian notables are to assemble.

Herbert Brenon Directed "Beau Geste" for Paramount

Two hundred and fifty Arizona mules — savage is the only word that describes them — were saddle broken in two weeks' time at the huge camp in Arizona along the Mexican border where the French Foreign Legion story, "Beau Geste," was filmed.

Fifteen of the best riders in the West accomplished the feat of taming the mules which had been allowed to run wild and never had felt saddles.

With 750 horses and 25 camels, the mules took part in scenes showing the attack on a French fort in the Sahara by a host of Arabs.

Included among the principal players in these battle scenes are Ronald Colman, Noah Beery, Neil Hamilton, William Powell, Norman Trevor, Ralph Forbes, George Rigas, Victor McLaglen and others. Herbert Brenon directed "Beau Geste" for Paramount. It was adapted from Percival Chirstopher Wren's novel.

* * *

"Men of Steel" First National Special Opens on Broadway

"Men of Steel," the big First National special produced by Earl Hudson and starring Milton Sills, had a prerelease engagement at the Strand, New York, recently. This is the first booking of a production that promises to rank high on the list of specials for the coming year.

In order to give the public the strongest possible attractions for the summer months and Greater Movie Season, First National recently decided to issue three of its biggest specials at early dates starting with "Men of Steel," August 22nd, "The Duchess of Buffalo," September 12th and "Sun of Montmartre," October 31st.

Bert Lytell in "The Lone Wolf" a Columbia feature.

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Round About the Studios

Andrew Callahan Supervisor of M-G-M Western Producing Unit

Irving G. Thalberg, associate studio executive for Metro-Goldwyn-Mayer, announced last week that Andrew Callahan, for many years a well known producer, has been made supervisor of the newly created unit which will film the M-G-M Westerns.

The M-G-M Westerns, a new departure from the usual policy of that company, came as a distinct surprise to the motion picture world some few weeks ago. The first of these pictures, "The Silent Panther," a vivdly dramatic story of the old frontier is planned for release in August. Francis McDonald is the featured player in this film, and Edna Murphy is his leading lady. Cliff Smith, director of many Bill Hart successes is directing the production at the Big Horn Ranch, near Moapa, Nevada.

* * *

"THE BELLE OF BROADWAY" will be produced by Harry O. Hoyt of "The Lost World" fame. The Columbia Pictures Corporation have signed Mr. Hoyt for a series of pictures.

* * *

FILM COMPANY, George Jacoby a foreign director, remembered for his "Quo Vadis" production, is in charge. The picture will be completed in Jamaica and Cuba.

* * *

MARIE PREVOST, of "Up in Mabel's Room" fame will also be seen in her first Metropolitan picture recently completed, "Almost a Lady," adapted from Frank R. Adam's story, "Skin Deep." E. Mason Hopper directed.

* * *

Conway Tearle Appearing In "My Official Wife"

Conway Tearle is playing opposite Irene Rich in "My Official Wife," one of the Twenty-Six Warner Winners of the 1926-27 schedule, which went into production in July. Tearle is one of the most popular leading men in pictures and the role in the coming production is said to fit him to a nicety.

Paul L. Stein, the European director signed by Harry M. Warner early in the year is directing this picture as his first under his Warner contract. He is also credited as the author of the story, which is being scenarized by Graham Baker.

Dorothy Seastrom is restored to health after a long illness and is a featured player in Colleen Moore's new First National picture "It Must Be Love" Dorothy's ailment was not a case of love, however.

RICHARD DIX starts his next starring effort for Paramount in "The Quarterback," to be directed by Fred Newmeyer, and Esther Ralston, who filled a similar capacity for Dix in "The Lucky Devil," will again lend her blonde beauty to the success of this new film, which is a football story by Howard Emmett Rogers and William O. McGeehan, adapted to the screen by Ray S. Harris.

* * *

RAY ROCKETT'S next production for First National will be the screen version of the successful stage play, "Not Herbert," which was written by Howard Irving Young. It will be a Ben Lyon feature vehicle. Howard Higgin, who has turned out many First National successes, will direct. Production is slated to start about August 15th.

Michael Curtiz Noted Austrian Director Reports to Warner Bros.

Michael Curtiz, Austrian director signed by Harry M. Warner earlier in the year, is among the latest arrivals in Hollywood. Curtiz reached New York two weeks ago on his first trip to the United States.

His first picture for Warners was to have been "Noah's Ark," the European story purchased by Albert Warner on his last trip abroad, but production plans have been altered slightly and before making this gigantic special the noted Austrian director will produce a French social comedy, the title of which has not yet been decided upon.

His last great directorial work abroad was "Moon of Israel," which is to be released in America in the Fall.

* * *

"SUBWAY SADIE," directed by Alfred Santell for Al Rockett's First National production unit, will be ready for previewing shortly. It is now in final stages of editing and titling at First National's New York studios where it was filmed. Dorothy Mackaill, Jack Mulhall and Charlie Murray have the featured roles, with Peggy Shaw, Gaston Glass and Bernard Randall in the supporting cast.

* * *

BENJAMIN F. REYNOLDS, for some time past one of the principal cameramen of the Metro-Goldwyn-Mayer organization, has been placed under a new contract which retains his services exclusively at the studio. Reynolds is now engaged on the photography of "Tin Hats," which Edward Sedgwick is directing.

* * *

GLADYS R. UNGER, well known author of photoplay stories, has been engaged by the Metro-Goldwyn-Mayer studios to prepare a new play, to be based on the times of Louis XIV. of France, and with the historic monarch as the central character.

Details of the plan have not been announced, but it is expected that it will be filmed as one of the romantic features of the coming year.

* * *

EDWARD SEDGWICK is using several hundred extras in occupied German territory scenes of "Tin Hats," in which Claire Windsor, Conrad Nagel, Bert Roach, George Cooper, Maurice Kaines, Tom O'Brien, Eileen Sedgwick and Lincoln Plumer are among the players for Metro-Goldwyn-Mayer.

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"The Auction Block" Gets Snappy Promotion

Harry Wowenstein, manager of the Adelphos Theatre, Ardmore, Okla., put some snap into his campaign for Metro-Goldwyn-Mayer's "The Auction Block."

One week in advance of the play-date a bright teaser campaign was started in the newspapers.

Four days before the opening door hangers were distributed. They were hung on door knobs, radiator caps and every other place on which they could be placed.

A special lobby display was created. The central figure in this display was a compo board box, three feet square, painted a brilliant red, and lettered, "The Auction Block." On this box was placed a cut-out of the featured players, Eleanor Boardman and Chas. Ray, from the three sheet. A compo board banner was placed in a panel over the entrance. The title was spelled on each side of the entrance on separate plaques for each letter. These letters were painted red on white on a plaque measuring fourteen by twenty-two inches.

A trailer was also used.

"The Auction Block" is from a novel by Rex Beach. Hobart Henley directed it. In support of the featured players appear an excellent cast. The scenario was written by Frederic and Fanny Hatton.

* * *

FIND THE MAN USED FOR EXPLOITATION

A contest was put over by Keith's Palace, Cleveland, in its newspaper ads. Cut of Lon Chaney in character was run in each space with this copy at the side: "Can you describe this man? He is Outside the Law! You want the police to get him. Free Palace tickets for the best descripiton of him. Write a description so that any policeman could pick him upon sight—then mail your description immediately to B. F. Keith's Palace Theatre—Best 20 descriptions will each receive one pair of free tickets to see Lon Chaney and Priscilla Dean in 'Outside the Law' — B. F. Keith's Palace Theatre, Week starting July 11."

* * *

ATHLETIC SUGGESTIONS TO EXPLOIT FAIRBANKS

A feature stunt written by Douglas Fairbanks, "Fairbanks Stresses the Value of Exercise," with a special five column athletic mat and type matter, is given a full page in United Artist press book.

Here is your prologue made to order for "The Exquisite Sinner," Metro-Goldwyn-Mayer release. The lady looks as if she is prepared for a serpentine dance, slides of flowers, butterflies thrown upon the lady could be used to pictorial advantage.

Bathing Beauty Contest Packs Park Theatre, Toronto Nightly

HARRY ALEXANDER of the Park Theatre, Toronto, recently introduced a Bathing Beauty Contest which packed his theatre to such an extent that "Harry" stated he did not know there were so many people left in Toronto.

Hundreds were turned away. The thermometer registered 90 in the shade, but think of how cool the Bathing Beauty Contest sounded!

The handling of this contest was simple, a tie-up with Jersey Limited, Toronto, provided the bathing suits.

One merchant furnished the first prize, an Ivory Toilette Set, another a silk dress—second prize, another a lady's wrist watch which was third prize, while the fourth prize came from another merchant and consisted of six pairs of silk stockings. Boxes of candies furnished by other merchants gave nearly all the popular Bathing girls a prize.

An advertisement called for girls between 17 and 70 to apply at the Park Theatre box-office. The audience were the judges. "Harry" thinks that the contest would be good for a run if you could get enough around the seventeen age limit to apply, only one nearly seventy applied, but the excitement proved too much for her and she stepped into the water.

A semi-tropical setting with water in the background painted on the drop, provided an appropriate atmosphere.

"Siberia" — Fox feature title frozen in a 300 lb. block of ice which graced the lobby of the Algoma Theatre at the "Soo" — Alma Rubens and Edmund Lowe are featured.

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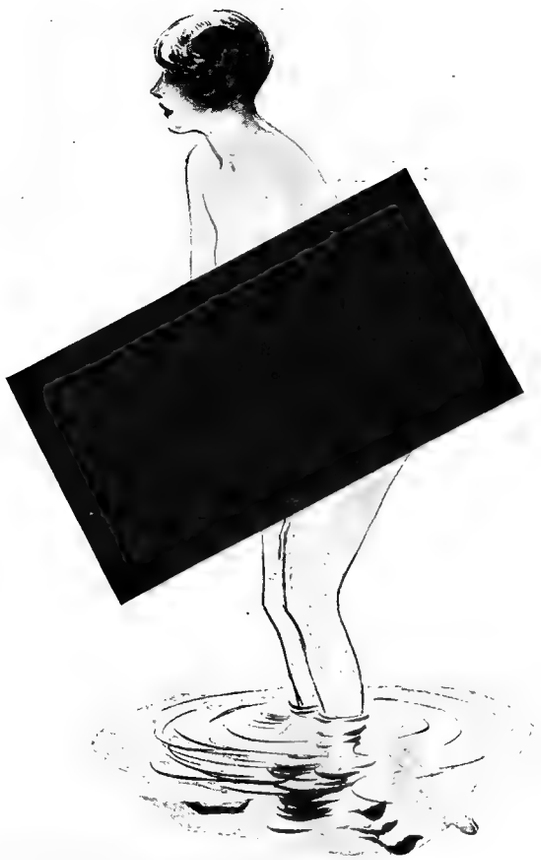
CANADIAN MOVING PICTURE DIGEST

Vol. 18, No. 17. TORONTO 2, CANADA August 28th, 1926

SEPTEMBER MORN—

Soon it will be here!

ARE you able to face
THE coming season
WITHOUT fear or worry?
METRO-Goldwyn-Mayer
FOR two years, week after week,
HAS been box-office insurance
TO thousands of exhibitors
AND in the coming season
M-G-M will distribute
THE greatest line-up
IN its history.
YOU know what that means!



METRO-GOLDWYN-MAYER

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2

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AT THE START OF THE NEW SEASON

He who hesitates is lost. Some exhibitors are going to get left for product. Don't delay another minute. Face the facts and make a decision.

Metro-Goldwyn-Mayer is all set with its greatest product!

WE hasten to advise any exhibitor who is still
WEIGHING the facts before making
FINAL decision on product for 1926-27
THAT he will be making a serious mistake
IF he does not immediately close for
METRO-Goldwyn-Mayer's new season pictures.

THE FIRST SIX RELEASES—GREAT!

M-G-M confidently states
THAT it will release
ITS greatest product
IN the coming season
AND you know
WHAT that means!
IN the past two years
M-G-M has set a record
THAT has won your confidence.
WE will more than keep
YOUR faith and confidence.

REMEMBER that in addition to big $2 road shows
YOU get many starring hits from today's box-office names—
MARION Davies, Lillian Gish, John Gilbert, Norma Shearer,
LON Chaney, Ramon Novarro, Mae Murray, Buster Keaton, etc.
EXHIBITORS who have carefully analyzed the facts
HAVE lost no time in signing with

METRO-GOLDWYN-MAYER

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9th Annual Paramount WEEK

Sept. 5th to 11th

The "Big Money Week" of the Year

—when thousands of theatres show none but Paramount Pictures. Already the greatest of all Paramount Weeks, and more coming in every day. You get newspaper advertising with your releases listed without charge. You get the best pictures in the business. Paramount Week is nationally advertised, the public is waiting for it, and with all this free publicity it's a set up for a box-office clean-up.

Ninth Annual Paramount Week heralds Paramount's 15th Birthday Group—already out and breaking box-office records everywhere. *See the Paramount Salesman and get in on the big money week of the year.*

Famous-Lasky Film Service Ltd.

St. John [redacted] Toronto [redacted] Calgary
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a Paramount Picture

The Box-Office T

The Show-Off

AMID BLAZING HEAT IS CRASHING RECORDS

IT'S A COMEDY NATURAL

15th BIRTHDAY GROUP

Paramoun

FAMOUS-LASKY FI

ST. JOHN - MONTREAL - TORONTO

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s the Story!

a MALCOLM ST. CLAIR Production
with
FORD STERLING
LOIS WILSON
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GREGORY KELLY
presented by ADOLPH ZUKOR and JESSE L. LASKY
Made by the surest-fire of all directors, from George Kelly's screaming hit that played Broadway for two solid years.
"THE KID FROM WEST PHILLY"

Pictures outclasses the field

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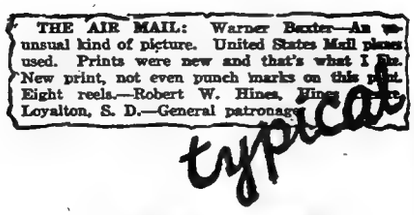
* * *

PARAMOUNT is the ONLY company that guarantees you PERFECT PRINTS and PERFECT SERVICE in the delivery of film.


THE AIR MAIL: Warner Baxter—An unusual kind of picture. United States Mail plane used. Prints were new and that's what I like. New print, not even punch marks on this print. Eight reels.—Robert W. Hines, Hines Loyalton, S. D.—General patronage
typical

* * *

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In Ten Episodes

An Exciting Story of Rum, Dope and Alien Smugglers

Cast includes

George O'Hara and Helen Ferguson

Directed by Will Nigh

"The House Without a Key"

Run as a Serial in the Saturday Evening Post

A Superb Mystery Story Produced in Hawaii

Cast of All-Star Players

TEN STIRRING EPISODES

"The Bar-C Mystery"

From the Magazine Story by Raymond Spears

Dorothy Phillips, Wallace McDonald, Philo McCullough and Ethel Clayton

Head the Big Cast of Players

TEN GRIPPING EPISODES

Good Serials Assure You Good Business

Pathe Serials Are the World's Best

Regal Films Limited

Canadian Distributors

"Snowed-In"

In Ten Episodes

Allene Ray and Walter Miller

Head Strong Cast

An Amazing, Sensational and Intense Story of Mystery---
Mountains of Snow and the white-mantled fields of the West

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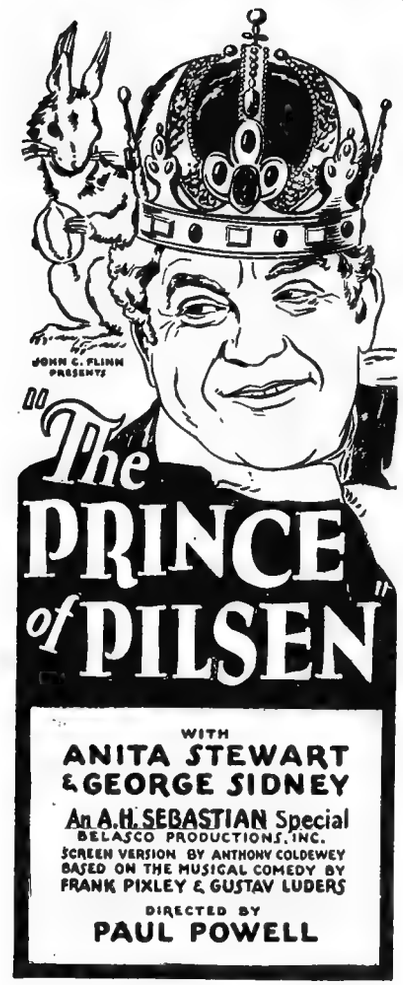
Producers Distributing Corp. Features Are Consistently Good

NOW READY FOR YOU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WITH
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An A.H. SEBASTIAN Special
BELASCO PRODUCTIONS, INC.
SCREEN VERSION BY ANTHONY COLDEWEY
BASED ON THE MUSICAL COMEDY BY FRANK PIXLEY & GUSTAV LUDERS
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A STRICTLY FIRST-RUN HOUSE PRODUCTION

When it comes to Stars, Supporting Casts, Directors Stories and Production Facilities, Producers Distributing Corp. has assumed a definite place in the front rank of the World's Greatest Feature Picture Producers.

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Canadian Moving Picture DIGEST

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Editor and Managing Director
GEORGE C. WILLIAMS
President

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Telephone: Trinity 1481

Vol. 18, No. 17. TORONTO, CANADA August 28th, 1926

Ray Presents

RUDOLPH VALENTINO'S sudden illness and his demise proved a great shock to the Industry which made him the idol of a great public.

The passing of the "Sheik" with which personality the late Valentino became identified, certainly takes a bit of colour out of our sunrise.

In analyzing any individuality which has built up a public following one must stick to the world in which that personality moved, to which he was related.

It is ridiculous to compare the past glory of an Edmund Kean, a Barret, a Booth, with the glory which was Valentino's. As the "Sheik" of Motion Pictures, Valentino ruled his people, as the "Sheik" he is mourned, although since this role which made and recreated him, he has played other roles, some very well indeed, some indifferently, others with such fire and dash as to retain him his place as a public idol.

"The Sheik" is no more, "The Son of a Sheik" will carry on his name and his glory until that picture, his last is also laid to rest.

It is almost as if Life arranged for the son to carry on the name of the "Sheik," it is one of Life's curious coincidences at any rate.

* * *

Krishnamurti, hailed as the reincarnated Christ, to whom Annie Besant, President of the Theosophical Society first paid homage, arrived with Dr. Besant in America. It is curious that this acclaimed Christ was scarcely noticed by the crowd who rushed forward to greet the stars of Motion Picture fame, among which were Mary Pickford and Douglas Fairbanks.

(Continued on Page 12)

Trade and Fundamentals

THIS is the age of science, hard facts, clean and unclean.

This is the age when logic knocks upon your Door of Dreams; and psychology has bridged the division between the sensory kingdom and imagination; while Freud and his disciples analyze the stuff which dreams are made of and find them Living Things.

This is the age when the urge and demand is for fundamentals, and this is the realm which we, in our Industry in Canada, have now reached, the pole of dealing in facts.

Recently throughout Canada, exhibitors and distributors have been meeting together to discuss those problems which influence the business of each separately and jointly, and in these meetings the buyer and the salesman have realized that there is only one buyer; and that is the public to which the exhibitor and distributor sells.

It simply boils down to this, the distributor is a wholesaler selling to the trade, the exhibitor is a retailer selling to the public. One is individualized trade, the other mass trade.

The protection of the market is the primary factor in the Industry of Motion Pictures; and as soon as there is a full recognition of the value of each unit to the other, their rights, just so soon and no sooner will the rights which concern exhibitors and distributors be jointly recognized by those forces which react upon the market of both.

The result of the joint assemblies throughout Canada will establish a saner, healthier, more inspiring and sound method of doing business with each other and with the public. The best example, perhaps the most recent, is evidenced in the meetings which occurred relative to the Double Feature bill problem; and which resulted in a gentleman's agreement. The Motion Picture Theatre Owners of Canada going on record as opposed to the presentation of features on a double bill, and pledging their word to use their influence with their members against Double Feature presentations.

The distributors are satisfied to accept the word of the M.P.T.O. Association without any signed document. It is an excellent start, we get down to Fundamentals.

Ray Lewis

Google

JOHN McCORMICK

presents:

COLLEEN MOORE

"IT MUST BE LOVE"

With

JEAN HERSHOLT

MALCOLM McGREGOR

ARTHUR STONE

Directed by

ALFRED E. GREEN

From the Saturday Evening Post Story

"DELICATESSEN"

John McCormick the showman producer has crammed every production value into it—big beautiful sets—scenes to set imaginations afire—it rips past the swiftest comedy you've ever seen and keeps Colleen Moore the greatest drawing star in the business.

WEEK AFTER WEEK FIRST NATIONAL CLICKS!

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With Apologies to Briggs

—but there's no kiddin' about it

WHEN you've gone
THROUGH a tough
SEASON and all those
PROMISES of
KNOCK 'EM dead pictures
TURNED out to be a
LOT of boloney—and
YOU'VE almost made up
YOUR mind to
THROW up the sponge
'CAUSE the bailiff is
ABOUT three jumps
BEHIND you—and the
DOOR opens and a
VOICE says,
"BROTHER I've got our
BANNER GROUP
AVAILABLE for your
THEATRE"—
OH boy!
AIN'T life a
GRAND and
GLORIOUS feeling
WHEN you grab
FIRST NATIONAL

Last Week--This Week--Next Week--Every Week

FIRST NATIONAL PICTURES

A HIT!

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Ray Presents

(Continued from Page 9)

The White Star Liner, Majestic, which was docked at the Chelsea Docks at 12.30, *August* 25*th; discharged its Acclaimed Star of Bethlehem, the Hindu Holy Man and its Motion Picture Stars with the same consideration and decorum.*

Two thousand years ago there were many holy men and prophets, when Jesus Preached His Sermon On The Mount. The coming of The Messiah was enough to hold the multitude spellbound. To-day our Messiah is enshrined within ourselves, and all Mankind strive to perfect the Spirit, to see the Holy Ghost through many mediums, one of the most popular being Motion Pictures. For surely the Motion Picture is the greatest, the most potent and powerful World Teacher which Life has presented to us since the inspiration of the New Testament, consider its influence upon the multitude.

* * *

THE EDITORIAL in The Mail & Empire on "The Sheik," Wednesday, Aug. 25th; cites among other equally illuminating remarks, "Valentino made a certain American Jew type a standard of masculine beauty," "He was even more famous than Jack Dempsey, an equal contributor to the advance of civilization." Valentino is dead. It is kind to speak kindly of the dead. The public made him, blame the public if there was about Valentino the odour of a god with clay feet. Dempsey still lives, it is a gentleman's world, the sporting element which made him, his fame at least cannot be attributed to Motion Pictures, but Dempsey is not yet dead, why link up the dead and the living; besides what man knows what Dempsey may yet give to civilization, what man knows how we are destined to serve humanity? Some build cathedrals for worship, and some tend lepers, the people make their gods and they destroy them, but in the creating and in the destruction there is the preservation of Experience; and this is our legacy to civilization.

* * *

Franz Molnar, Europe's most eminent dramatist when asked regarding his attitude to films replied, "Well, I have contracted to write three pictures this Fall. If they aren't successful I shall be against the movies."

LEW CODY

Handsome as ever in "The Sporting Venus," a Metro-Goldwyn-Mayer feature.

FRANZ MOLNAR, of Budapest—Max Reinhardt of Vienna—Morris Gest of New York are said by Lincoln Eyre, in the New York Times as having communed each with the other midway in the "blue waters of the Adriatic, off the Lido Venice Beach."

* * *

Said Morris Gest, "I believe that the future of the world depends not on political ambassadors, but on the internationalism of Art in general. .....No visas should be needed to travel from one country to another. The cinema has broken down frontiers already. A motion picture may appeal in Berlin, or Paris as much as it has appealed in New York or Boston.....Movies, coupled with jazz and cheap automobiles are the greatest factors in making a nation happy."

* * *

Max Reinhardt, master producer of the spectacular in the drama, the theatres' magician, the soul of its dramatic inspiration is reported as saying, "The Art of the film has reached a high-level, but the stage has not been ruined thereby."

* * *

It looks as if owning a theatre in Atlantic City is a tonic to your income. I don't know how many the Stanley Company own, but all I visited were just "coining money."

* * *

"Men upon the whole are what they can be — nations, what they would," Browning.

Ray Tubman Leases Regent Theatre, Ottawa

The Regent Theatre, large downtown house of Ottawa, Ontario, has been leased from Famous Players Canadian Corp., Toronto, by Ray Tubman, who has been with the corporation for a number of years. The Regent will continue to have a booking arrangement with N. L. Nathanson, managing director of Famous Players Canadian Corp., but otherwise it is under the direct control of Mr. Tubman for a long term of years.

Mr. Tubman went to Ottawa from Hamilton last June to succeed Leonard Bishop as manager of the Ottawa Regent, Mr. Bishop having taken seriously ill. Mr. Tubman had been managing the Capitol of Hamilton for Famous Players and previously had managed the Algoma at Sault Ste. Marie, Ontario, and the Strand at Calgary, Alberta. He is an old Ottawa boy and a former star athlete in various pastimes. He is the former Canadian half-mile running champion —was a prominent paddler of the Ottawa-New Edinburgh Canoe Club; a member of the Ottawa, Calgary, and Hamilton Lacrosse Clubs and a member of the Ottawa Football Club, present Canadian gridiron champions.

Mr. Tubman is making a number of changes in policies and presentations at the Ottawa Regent.

* * *

Victor Seastrom Sailed For Europe on Berengaria

Victor Seastrom, who recently finished directing Lillian Gish in "The Scarlet Letter" for Metro-Goldwyn-Mayer, sailed for Europe on the steamship Berengaria, a few weeks ago, on his first holiday in nearly three years. Seastrom is accompanied by his wife, Edith Erastoff, outstanding figure of the Scandinavian stage, and his two daughters.

Since his arrival in this country from Sweden, where he already had become a world figure as an actor-director, Seastrom has gained new laurels, although confining himself strictly to the directorial field. His first picture here was "Name the Man!" His "He Who Gets Slapped" and "The Tower of Lies" added to his fame.

Seastrom says that he considers "The Scarlet Letter" the best picture he has ever done. It is a picturization of the Nathaniel Hawthorne classic, adapted by Frances Marion. Lars Hanson, famous Swedish actor, has the male lead with Miss Gish. Henry B. Walthall has a powerful role as the protagonist of the piece. The cast includes Mary Hawes, Karl Dane, Joyce Coad and many other fine players.

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Mgr. Deschenes, Park Theatre Preston Springs, Runs Contest

Old Time Fiddlers Bring Them In Despite Terrific Heat

I am in receipt of a letter from F. E. Deschenes, Manager of the Park Theatre, Preston Springs, which reads as follows: "I noticed in your last edition an article regarding Old Time Fiddlers. I am enclosing a clipping from the Galt Reporter, Preston, page regarding Old Time Fiddlers held at the Theatre last Thursday Evening and it was one of the hottest nights that we have had to contend with this summer and we had to turn at least two hundred away, so you can readily see that I agree with your article that this is a money-getter."

The article mentions that the Park Theatre, despite heat, was packed for extraordinary attraction. Every seat was filled and several persons were obliged to stand throughout the program. H. C. Edgar was chairman and congratulated Mgr. Deschenes upon his showmanship in bringing before the public "these popular dispensers of old-time melodies to which we so often danced from early eve to early morn."

Fire Chief Spalding officiated as one of the judges to determine the winner from the applause of the audience. First prize $15.00, second $10.00 third $5.00.

Each player was called upon to play first an old-time waltz and then a set of lancers.

August Burke of Preston, Ont., of seventy-odd years made a picture for the inspiration of a painter as he drew his bow magically across his violin, an old player with silvery hair, the applause registered him a favorite.

Thomas Marshall, of Dundee, the second contestant won first prize for his trueness of tone.

And Harry Weber, the third entry, showed his dexterity by handling his bow in his left hand. The whole audience beat time with hand and foot.

Aileen Pringle and Edmund Lowe in "Soul Mates" was the feature picture.

The contest not only brought money into the box-office but established an "At-Home" feeling between the theatre and its patrons.

Managers of Toronto's theatres get busy. Here is a real bit of showmanship, good-will and money, the theatre manager's dream of paradise.

British Industry Committee Cannot Solve Film Problem

The joint committee of the film trade of Great Britain who was to solve the problem of the British Film Industry and present a solution to the government, admits he has failed. It was stated in the House of Commons that 95% of the films shown in Great Britain are U. S. product.

* * *

Hot Weather Slogans Start London Competition

The managers of the Capital, Loew and Patricia, namely Tom Logan, Fred Jackson and Mr. Stewart indulged in a little competitive bidding for patronage using the following slogans, "It's cool at the Capitol," "It's the coolest spot in Town," this for Loew's, and "Not Hotter than the Others," for Patricia in London, Ontario.

* * *

Theatre Managers Golf At Calgary Convention

Let old golfers strike characteristic poses when they tee-off, use the mid-iron, or mashie kniblick, putt into the 18th hole with one swing of the putter, such language meant nothing to the theatre managers of the Famous Players Canadian Corp., which assembled after the sessions at Calgary, to play golf at the Golf and Country Club.

The ground was covered and no one admitted that it was the first time he had swung a club to the real golfers who were feeling too good to be critical.

Raymond Peck Invited To Address British Parliament

Government Film Official Cabled to Talk On Picture Industry in Canada.

Raymond Peck who is now stationed in Vancouver, taking scenes for the Government films, has been invited to address the British Parliament this Fall on the cinema in Canada.

"Great Britain realizes," said Mr. Peck, "that trade follows the film, and strenuous efforts are being made in Government circles to encourage and foster the development of a purely British Film Industry. Before British films can succeed in this highly competitive field, they must equal American-made pictures."

* * *

FORTIFY FOR FIRE FIGHTING NEW FILM

A recent meeting in Montreal of the Fire Equipment Association introduced plans for the distribution of a new film, illustrating the uses of first aid fire fighting equipment.

The title of the film is "Fortify for Fire Fighting" and the film will first be shown at the Canadian National Exhibition. It is purely an educational, but one of considerable importance and interest. The secretary of the Canadian division is E. G. Weed of the Pyrene Manufacturing Company, 1197 King St. West, Toronto 2, Ont.

GEORGE WEEKS LEAVES FOR COAST TRIP

George W. Weeks, General Manager of Famous distribution, will leave the latter end of August for a trip to Hollywood. He will make a survey of all the Famous Exchanges before his return to New York.

The Sheik and His Son, both in one; and too much for Death to conquer yet—Valentino is no more, but his son, "The Son of the Sheik," an United Artists' release "carries on."

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Ray Lewis Monthly Reviews

"See No Evil" - "Hear No Evil" - "Speak No Evil"

Class A—B—C—D According to Their Drawing Power and Their Merit

CLASS A

"*THE BLACK PIRATE,*" *Douglas Fairbanks, United Aritsts.* The usual Fairbanks' vehicle giving him a splendid opportunity for his agile style, not as high-brow as "The Three Musketeers," "Robin Hood," "The Thief of Bagdad," but a picture full of "pep" and "hokum." The story deals with piracy on the South Seas and involves the rescue of a princess by the intrepid Doug, who is the Duke of Orlando incognito.

Billie Dove is acceptable as the distressed and rescued maiden for whom "Doug" "walks the plank." Some of the scenes dealing with the "ways of pirates" upon the sea need a strong stomach and a stout heart to enjoy, but pirate's play is a "bloody way."

The colour photography is very beautiful, the tones natural, and for this particular kind of a picture colour adds quality, since Romance, Adventure and colours are as the three graces, closely linked.

The old Scotch pirate and the two piratical "villuns" are splendidly portrayed by Donald Crisp and Sam De Grass, although I noticed one had his finger-nails beautifully manicured.

Those exhibitors who have learned to expect box-office value from Doug will not be disappointed in "The Black Pirate," directed by Albert Parker.

* * *

CLASS B

"THE GREAT DECEPTION," with *Ben Lyon* and *Aileen Pringle* is an adaptation from "The Yellow Dove." It is a story of the War and involves the service of a young Englishman whose mother was German; and who had a German culture for his environment. Until the final reel of the picture one is under the impression that the maternal influence has marked this son of England with pro-German tendencies. There are many thrills and adventures in which the beloved one, Aileen Pringle takes her part before the hero discloses that he is in the British Secret Service.

The battle in air between the planes of the combating countries is a thriller. Ben Lyon is a handsome lad, I wish he had a little more power of emotion, but I understand that this is building up in each of his succeeding pictures. A Robert Kane feature.

CLASS B

"SPARROWS," Mary Pickford, United Artists. Under ordinary circumstances Mary should get a Class A for her box-office draw, but quality of production is part of the basis upon which classifications are secured.

Mary is a wonder as the eternal child, she is the feminine counter-part of "Peter Pan" and refuses like him to "grow up." I wish that the story material was better; but I daresay Mary has studied what the public want; and through long experience come to the conclusion that they want all the thrills to which the "movies" are heir, therefore, in "Sparrows," we have a mire, crocodiles, a baby farm run by a miser, kidnappers who find their plans "all gang aglie" through Mary's maternal instinct which rescues the kidnapped child from the "clutches of the miser" and restores it to its distracted parent, only to be taken in as its nurse. Incidentally Mary brings into this home of money, eight, I believe there were eight more or less, children which necessity or inclination had placed upon the "baby farm." The cast is good. The children generally are adorable. It is not Mary's "Stella Maris" or her "Poor Little Rich Girl," but Mary perhaps knows best and there you are.

* * *

CLASS B

"THE WALTZ DREAM," U.F.A. Metro - Goldwyn - Mayer release directed by *Ludwig Berger.* The theme is built around Straus' "Blue Danube Waltz." The picture starts nifty; and the scenes which reveal the princess of Fausenberg, slightly exhilarted because of looking upon the wine when it was very, very red strikes a tempo which reveals some clever comedienne work by Mady Christians. But somehow, whether you grow tired of the waltz, or the picture does not keep up this high mark it hits, there appears to be a bit of a drag until our princess again starts "cutting up her capers" in order to captivate an indifferent husband.

The scenes representing Vienna and the entire setting and atmosphere of the picture, are different, European and entertaining. I think, however, that Famous got the best pick in "Variety."

CLASS B

"INTO HER KINGDOM," First National feature with *Corinne Griffith.* It is a long time since I have seen Corinne look as attractive. She made a most charming Russian Princess in the adult stage; and as a long-legged, straight-limbed youngster she certainly must have given those other stars who essay "kid" roles the surprise of their not too young lives Corinne looked like the daughter of an aristocrat; and not a day over the age she was supposed to represent, anywhere from twelve to fourteen.

She did excellent work throughout and as they say in our polite and refined parlance, "You have to hand it to Corey, she ain't got there for nothin'." Einar Hanson, unknown and unheralded, the "young Swede" they call him, looked good enough to love; and gave Corinne splendid support. The story revolves around Russia of prerevolution days and carries through the supposition that "Tatiana," the youngest daughter of the unfortunate Emperor or Czar of the Russia's was saved when the Romanoff family were wiped out.

Sven Gade, Swedish director, identified with the splendid production of "Siege," directed "Into Her Kingdom," and in many places struck some very high spots.

* * *

CLASS B

"ALOMA OF THE SOUTH SEAS," Paramount Gilda Gray feature. There are scenes of pictorial splendour which vie with "Moana of the South Seas." Gilda Gray does good work, but the story sags a bit in the middle, the interest not being as well-sustained as it might be. The story deals with the love of a Hawaiian maid for a white man, the jealousy of the native lover, the love of a white woman for this same man. Complications develop when the white woman becomes the bride of her beloved's friend, while the beloved is "doing his bit" for "The Allies." It all comes out right in the end since the villain conveniently is drowned by the native lover, who is "fed up" with white men. Warner Baxter as the native lover was splendid; and Gilda Gray was attractive as the native belle. The title and star should be enough to draw them in; but the success of the picture depends upon the humour of the audience.

Before Buying Pictures Read The Digest Advertising Pages.

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Eastern Division Managers Meet In Convention, King Edward, Toronto

Famous Players Canadian Corporation Convention East Called by Clarence Robson and Follows H. M. Thomas Western Division Assembly

THE FAMOUS-PLAYERS Canadian Corporation had a convention in Toronto, Tuesday and Wednesday, Aug. 24th and 25th, at the King Edward Hotel, called by Clarence Robson, Eastern Division Manager, which followed the Convention in Calgary called by the Western Division Manager, H. M. Thomas, Aug. 3rd and 4th.

The sessions lasted two days and a hundred per cent representation was present which included about sixty exhibitors from across Ontario, including Toronto Managers.

The order of the programme started with a roll call at 10 A.M. and a welcome address by Mr. N. L. Nathanson, Managing Director of Famous Players and Mr. Arthur Cohen, Secretary of the Famous Players.

H. M. Thomas brought greetings from the West and things settled down rapidly to business. T. J. Bragg brought out the benefits of the Script Book system; and new means of selling the idea to the public. The report on financial conditions throughout Canada gleaned from statistical complications indicated that Canada showed every indication of a healthy prosperity.

After Luncheon, Mr. F. C. De Pas talked on exploitation-advertising and accessories which embraced the field of showmanship.

Mr. C. Robson disclosed some very useful information on "controllable expenses" those within the power of the exhibitor to regulate, and admission prices. In most cases the admission prices were left the same.

Jack Arthur talked on Music, Presentations, Lighting, A "shore" dinner followed in the Pompeian Room.

The following morning Mr. Robson further disclosed the relationship angle between Star Value and the Box-Office. It was generally conceded in the discussion which followed that the star drew them in; and it depended upon his or her vehicle to keep up the attendance record. Ned Miller, of Pantages, presented a discourse on Vaudeville, while Harry Sedgewick gave a splendid paper on the possibilities and uses of Special Lights for special events with a theatre tie-up. Mr. Robson covered Managers' or Theatre Service.

The Exchanges had their "innings" and presented their product, also little souvenirs in the way of Trademark mementoes.

Mr. N. L. Nathanson was presented with a story called "The Go-Getter," by Clarence Robson which followed the outline of the Peter B. Kyne story. It gave a biography of the Managing Director of Famous-Players who hustled for his success since his knee trouser days when he hustled to sell his papers.

A picnic at the Wayside Inn to which all the staff of Famous and Regal were invited closed the Famous gathering.

Among the guests were Barret Kiesling, Cecil De Mille's personal representative.

Mr. George Nichols of the United Amusement attended the sessions.

Glad to see Gladys McConnell's back in "The Flying Horseman"—a Fox feature.

Musicians' Union Demands Are Strongly Opposed

Members of the M. P. T. O. A. of Ontario and other exhibitors throughout Ontario were represented in a resolution which refuses to accede to the new demands of the Musicians' Union demanding increase in pay, decrease of services and adding additional privileges which interfere with the jurisdiciton of theatre owners in the conduct of their theatres. The action of the Musicians' Union has not yet been decided upon. The demands of operators have been adjusted amicably.

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Round About the Studios

"IT MUST BE LOVE," the latest Colleen Moore picture, happens to coincide with the title of the favorite song of The Prince of Wales, John McCormick, general manager of First National's West Coast activities, discovered the other day. Both Colleen and the Prince are said to be pleased.

* * *

MILTON SILLS' latest picture, "Men of the Dawn," was put into production this week under the supervision of Carey Wilson at First National's new lot in Burbank, California. George Archainbaud is directing.

* * *

"A DESPERATE WOMAN," which B. P. Fineman is supervising for First National, has as featured players Doris Kenyon and Lloyd Hughes. Alfred E. Green is directing.

* * *

HARRY LANGDON'S forthcoming First National picture, which has been definitely titled "The Strong Man," has added William V. Mong, the well-known character actor to its cast. The comedy will be ready for the cutting room by next week, General Manager William H. Jenner announces.

* * *

CHARLES R. ROGERS has signed Kathleen Collins to a long term contract following her work opposite Ken Maynard in his forthcoming super-Western special for First National, "The Unknown Cavalier." Miss Collins is regarded as a genuine 'find.'

* * *

"CYRANO DE BERGERAC" NOW IN MONTREAL

Montreal is putting the completing touches to the Pathe picture "Cyrano de Bergerac" filmed in Paris.

French and English titles are being made and the cutting eliminating all the drags and boiling down the feature to ten reels. It is hand-colored.

* * *

HARRY LANGDON'S long sought after girl with unbobbed tresses has appeared at last in the person of Priscilla Bonner who will play opposite the First National comedy king in his forthcoming picture definitely titled "The Strong Man." Miss Bonner was signed by William H. Jenner, general manager of the Langdon unit.

* * *

DORIS KENYON and LLOYD HUGHES have the featured roles in the second production to be started at First National's new Burbank plant "The Desperate Woman." This is an adaptation of the Sam Janney stage play and was transcribed by Carey Wilson. Alfred E. Green is directing under the supervision of B. P. Fineman.

BETTY COMPSON
in "The Belle of Broadway," a Columbia hit they say. Columbia and Independent Films Limited of Canada are now two in one.

ARTHUR RIPLEY, who has just been signed by William H. Jenner, general manager of the Harry Langdon unit for First National, to head the comedy star's scenario department, is editing "The Strong Man," Langdon's forthcoming picture.

FORD STERLING, Lois Wilson and Louise Brooks, who recently joined their talents in "The Show Off," just completed at the Paramount Long Island studio, will be seen in "Love 'Em and Leave 'Em," taken from the stage success of that name. Lawrence Gray will round out the featured members of the cast.

"Love 'Em and Leave 'Em" will be directed by Frank Tuttle and will be filmed in the East.

* * *

CAPTAIN M. O. HULL, great grandson of Isaac Hull, one time commodore of the frigate Constitution, recently was an interested witness of the battle scenes for James Cruze's "Old Ironsides," gigantic historical and romantic sea photoplay exploiting the deeds of that ship in its conquest against the pirates of old Tripoli.

* * *

Featured players in the cast of "Old Ironsides," which is being filmed under the supervision of B. P. Schulberg, associate producer, are Esther Ralston, Wallace Beery, George Bancroft, Charles Farrell and Johnnie Walker.

* * *

Calgary is much excited about the reported visit of Douglas Fairbanks and Mary Pickford.

The famous pair will pass through this very live western city en-route to Vancouver from where they sail Sept. 2nd to the Orient. This announcement was made by J. W. Berman, Canadian General Manager of United Artists.

Billie Dove and Francis X. Bushman in Universal's Lois Weber superlative effort, "The Marriage Clause."

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B. C. Kiesling Visits Winnipeg Addresses Local Exhibitors

B. C. KIESLING, DeMille's personal representative visited Winnipeg and at a luncheon presented to him by Ted Gould, Manager of Regal Films, made an address to local exhibitors in which he requested that they express what they consider the objectionable features of American Motion Pictures. Misrepresentation of Canada as a country of land and snow was a cited objection, another that the American always was portrayed as a hero, other nationalities, the villains of the fiction. Misrepresentation of the habits and customs of other nations, another specified complaint.

Mr. Kiesling emphasized the added care which American producers were taking in the selection of story material, a care to offend no nation since this was not good business; and has furthermore never been the intention of producers. He also informed his listeners that Cecil De Mille had doubled his editorial staff for the selection of material of universal interest. He spoke of The Life of Christ film, "The King of Kings" now in preparation.

I am of the opinion that the discussion of objectionable features is dangerous to exhibitors and producers since we have enough to contend with combating attacks outside of our Industry. The revealing of "vulnerable spots" by the Industry is questionable.

Mr. Kiesling made a splendid defence for the American producer; and since P. D. C. have recently been putting over such record-breakers, the exhibitors were inclined to listen to his story, but controversial questions should be left alone unless there is an immediate necessity for their consideration.

* * *

Chadwick Pictures Selling Gaumont Co. Ltd. Among Buyers

Gaumont Co. Ltd., has acquired "Devil's Island," starring Pauline Frederick, and "April Fool," starring Alexander Carr, for the United Kingdom. Adolph P. Reiben, general sales manager for Chadwick Pictures Corporation, producers of these two pictures, has also completed negotiations for the distribution of "April Fool" with the Argentine American Film Corporation. This latter company, which will distribute several others of the Chadwick First Division Pictures of the new season, has acquired the distribution rights for Argentine, Uruguay, Paraguay, Chile, Peru, Bolivia and Brazil.

MONTE BLUE
in "So This Is Paris," Lubitsch latest masterpiece for Warner Bros.

NEW YORK THEATRES

RIVOLI — "The Show Off," with Ford Sterling, Lois Wilson, Louise Brooks and Gregory Kelly; adapted from George Kelly's play; directed by Malcolm St. Clair—Paramount.

MARK STRAND — "The Black Pirate," with Douglas Fairbanks; directed by Albert Parker — United Artists.

CAPITOL — "Battling Butler," with Buster Keaton and Sally O'Neill; directed by Mr. Keaton — Metro-Goldwyn-Mayer.

COLONY—"The Flaming Frontier," with Hoot Gibson—Universal.

ASTOR — "The Big Parade," with John Gilbert and Renee Adoree; adapted from a story by Laurence Stallings; directed by King Vidor —Metro-Goldwyn-Mayer.

CENTRAL — "The Scarlet Letter," with Lillian Gish; adapted from Nathaniel Hawthorne's classic; directed by Victor Seastrom — Metro-Goldwyn-Mayer.

EMBASSY — "Ben Hur," with Ramon Novarro and May McAvoy; adapted from General Lew Wallace's drama; directed by Fred Niblo — Metro-Goldwyn-Mayer

PLAZA — "The Volga Boatman," P. D. C., Regal; "The Unknown Soldier;" "The Lodge in the Wilderness; "The Savage," First National.

SHERIDAN—"Say It Again," Richard Dix, Paramount; "Brown of Harvard," William Haines — Metro-Goldwyn-Mayer.

WARNER'S — "Don Juan," with John Barrymore; directed by Alan Crosland—Warner.

Toronto Theatres

REGENT — "The Black Pirate," Douglas Fairbanks, United Artists.

TIVOLI — "Fine Manners," Gloria Swanson—Paramount.

LOEW'S — "The Penalty," Lon Chaney — Metro-Goldwyn-Mayer.

PANTAGES — "My Old Dutch," May McAvoy, Pat O'Malley — Universal.

Neighborhood Theatres

PALACE — "The Plastic Age," with Clara Bow, Vital; "Aloma of the South Seas," Gilda Gray — Paramount.

ST. CLAIR — "The Road to Mandalay," Lon Chaney, Metro-Goldwyn Mayer; "The Savage," Ben Lyon and May McAvoy—First National.

YORK — "My Own Pal," Tom Mix —Fox; "Padlocked," Lois Wilson, Paramount.

COLLEGE — "Say It Again," Richard Dix—Paramount; "Up in Mabel's Room," Marie Prevost, P.D.C.

BEACH—"The Wilderness Woman," Aileen Pringle, First National; — "Padlocked," Lois Moran — Paramount.

CAPITOL — "The Still Alarm," — All Star Cast—Universal. "Padlocked," Lois Moran — Paramount.

ALHAMBRA — "Say It Again," Richard Dix—Paramount; "Up In Mabel's Room," Marie Prevost — P. D. C.

PARKDALE — "Padlocked," Lois Moran—Paramont; "Aloma of the South Seas," Gilda Gray — Paramount.

OAKWOOD — "Black Paradise," Madge Bellamy and Edmund Lowe —Fox; — "Ella Cinders," Colleen Moore—First National.

CHRISTIE — "The Beautiful City," Richard Barthelmess — First National; "Recompense," Marie Prevost and Monte Blue — Warner.

MADISON — "Flame of the Argentine," Evelyn Brent, F. B. O.; "The Fear Fighter," Billy Sullivan —Rayart.

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Rally of Ontario Theatre Owners Marching to Parliament Buildings

Petition for Elimination of Amusement Tax—Tax Pronounced a Nuisance by Allied Trades and Labor Councils and the General Theatre-going Public

EXHIBITORS OF ONTARIO are invited to attend a Rally at the King Edward Hotel, Tuesday, Sept. 2nd, opening session, 10 A.M., Pompeian Room. A Luncheon will be extended to the delegates assembled, the Motion Picture Distributors and Exhibitors of Canada officiating as hosts. A number of prominent citizens and government officials have been tendered invitations to be present.

A complimentary dinner (informal) will be tendered by the M.P.T.O.A. of Canada and the Famous-Players Canadian Corporation as joint hosts. This dinner will be served at the King Edward Hotel at 6 P.M. Busses will wait to convey the guests to Exhibition Park where the tremendous programme arranged by the Canadian National Exhibition for Music Day will be presented

Exhibitors are requested to write in for their reservations to the Committee, Theatre Owners' Rally, Room 1909, Metropolitan Building, Toronto, Ont. The tickets for the Grand Stand are $1.00 each. The Luncheon and Dinner are complimentary, but exhibitors should notify committee whether they intend to be present so that the proper arrangements can be made for their entertainment. Ladies accompanying delegates will be the guests of the Famous Players and M. P. T. O. A. at the dinner. A return postcard has been provided and exhibitors are urged to send in their reservations promptly.

The committees in charge are as follows: Luncheon Committee, Motion Picture Producers and Distributors Association of Canada — Grand Stand Committee under the direction of Roy O'Connor, Prince of Wales Theatre, Toronto — Dinner Committee, M. P. T. O. A. Association and Famous-Players Canadian Corp., J. C. Brady and N. L. Nathanson — Reception Committee, under the direction of Ray Lewis.

Programme order, subject to possible change.

1. **Address, Temporary Chairman.**
2. **Election of Permanent Chairman.**
3. **Discussion and Resolution to be drafted in connection with the Amusement Tax.**
4. **Selection of a General Committee to meet the Ontario Cabinet.**
5. **Discussion and Resolution in connection with the Music Copyright Act.**
6. **Open Forum.**
7. **Luncheon.**
8. **AFTERNOON SESSION — Completion of business.**
9. **Delegation to Parliament Buildings, 3 P.M.**
10. **Meeting of the General Committee to devise future action in regard to Amusement Tax at 5 P.M.**
11. **Dinner, 6 P.M. Bus Service to Exhibition.**
12. **Grand Stand performance at Canadian National Exhibition, 7.30 P.M.**

The General Committee includes Harry Alexander, Toronto; Herb. Allen, Toronto; John Blanchet, North Bay; J. C. Brady, Toronto; J. M. Franklin, Ottawa; Fred Gest, Hamilton; Harry Ginsler, Toronto; Sam Lester, Toronto; Ray Lewis, Toronto, Ned Miller, Toronto; E. S. Meehan, Lindsay; Ernie Moule, Brantford; N. L. Nathanson, Toronto; P. J. Nolan, Ottawa; Roy O'Connor, Toronto, C. Robson, Toronto.

Invitations have been sent to the following representative government officials and citizens to be present, including the press.

Hon. G. H. Ferguson, Premier of Ontario; Hon. W. H. Price, Provincial Treasurer; Mr. Tom Foster, Mayor of Toronto; Mr. Geo. Wilson, President, Board of Trade; Hon. Jos. Thompson, Speaker, Ontario Legislature; Mr. Russell Nesbitt, Member for Toronto; Major Alex. Lewis, Member for Toronto; Col. J. A. Currie, Member for Toronto; Mr. Fred G. McBrien, Member for Toronto; Mr. J. P. Bickell, Director, Famous Players; Mr. W. D. Ross, Director, Famous Players; Capt. W. A. Orr, Amusements Branch, Ontario Govt.; Major G. E. Patton, Director of Ontario Motion Picture Bureau; Mr. G. F. Braddock, Brit. Trade Commr. in Toronto.

PROPERTY FOR SALE

Greenwood Theatre, 1275 Gerrard Street, Toronto. Fully equipped. Newly decorated. Mazda System Projection. Apply

W. J. LISCOMBE

Gerrard 0507 — Howard 2863

Here is BUSTER KEATON with whom exhibitors never take any chances in Metro-Goldwyn-Mayer's "Seven Chances."

M. P. T. O. A. Arrange Gentleman's Agreement On Double Features

Non-Members Must Sign Agreement Not to Double Bill Features.

J. C. Brady, President of the M. P. T. O. A., Harry Alexander, Chairman of the Board of Directors, Roy O'Connor, S. Lester, members of the Board and Ray Lewis, Advisory Secretary, on behalf of the M. P. T. O. A. of Canada, Ontario Division, made a declaration against the practise of Double Feature Bills, entering into a gentleman's arrangement with the distributors not to double bill the special feature pictures. The M. P. T. O. gave their word that they would discourage the practice of presenting special features on double bills, providing no clause governing same be added to their purchasing contract. The distributors accepted the word of the M. P. T. O. A. and no member need sign the much discussed added clause, but this favour is not conceded to non-members of the M. P. T. O. A. From these exhibitors, there will be demanded a signed statement restricting them from presenting on a double feature bill, the special pictures which are outstanding.

SITUATION WANTED

Lady Pianist — Experienced Pictures and Vaudeville. Prefer Orchestra. A. F. of M.

Pianist — Canadian Moving Picture Digest, 259 Spadina Avenue, Toronto.

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Ready Money

Lon Chaney

Against the stiffest opposition of the Summer, "The Trap" held over a second week at Kunsky's big Adams Theatre, Detroit! "Outside the Law", breaking ALL RECORDS FOR ALL TIME at Pantages, Vancouver, and "The Trap" grabbed on the spot to get more of the golden coin! —Neck and neck "The Trap" and "Outside the Law" race breaking records for Stanley, Keith, Publix, Cooney, Karzas, Butterfield, etc., etc. Two ready-money pictures — GRAB THEM NOW!

Grab these money makers NOW!

OUTSIDE the LAW

Starring
Priscilla DEAN

supported by
Lon Chaney
Directed by Tod Browning
Presented by Carl Laemmle

The Trap

with IRENE RICH
Spottiswoode Aitken, Frank Campeau, Alan Hale and other box office stars
Directed by Robert Thornby

Universal ALWAYS *Delivers!*

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The Eyes of the World Are On Warner Bros!

1926-27 starts with a bang!
WARNER BROS. and The Vitaphone Corp. present
VITAPHONE

The entire theatre world taken by storm!
A new and brighter future for motion pictures!
A WARNER BROS. achievement!

Presented in conjunction with
JOHN BARRYMORE in DON JUAN

No wonder New York is wild!
Picture greatness unprecedented in film history!

With more coming such as
SYD CHAPLIN as "Ol' Bill" in "The Better 'ole",
and another great Barrymore!

The future holds big things for you!
WARNER BROS. extended run productions.

Right now another great achievement
26 WARNER WINNERS for 1926-27

Every picture "individually specialized"
—built like a special—
Making them specials in quality and power!

No wonder the exhibitor who books
26 WARNER WINNERS
is happy!

He knows that THE COMPANY WITH THE RECORD OF ACHIEVEMENT IS WARNER BROS.

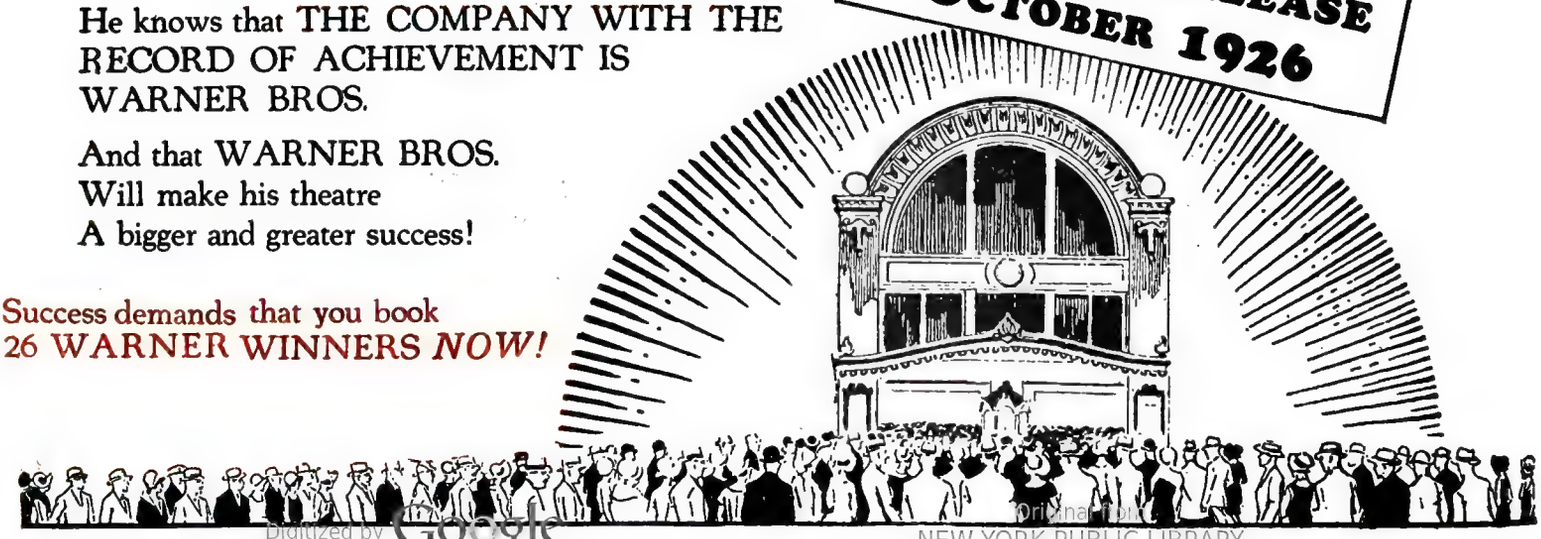
And that WARNER BROS.
Will make his theatre
A bigger and greater success!

Success demands that you book
26 WARNER WINNERS *NOW!*

26
INDIVIDUALLY SPECIALIZED
Warner Winners
for 1926-1927

Across The Pacific
My Official Wife
Private Izzy Murphy
What Happened To Father
The Third Degree
Arthur Somers Roche Mystery Story
The Gay Old Bird
College Widows
A Million Bid
The Climbers
The Black Diamond Express
Tracked By The Police
White Flannels
What Every Girl Should Know
Simple Sis *(temporary title)*
Irish Hearts
Don't Tell The Wife
Hills Of Kentucky
Bitter Apples
Matinee Ladies
Dearie
While London Sleeps
The Brute
The Heart Of Maryland
Millionaires *(temporary title)*
Arthur Somers Roche Story

GENERAL RELEASE
OCTOBER 1926



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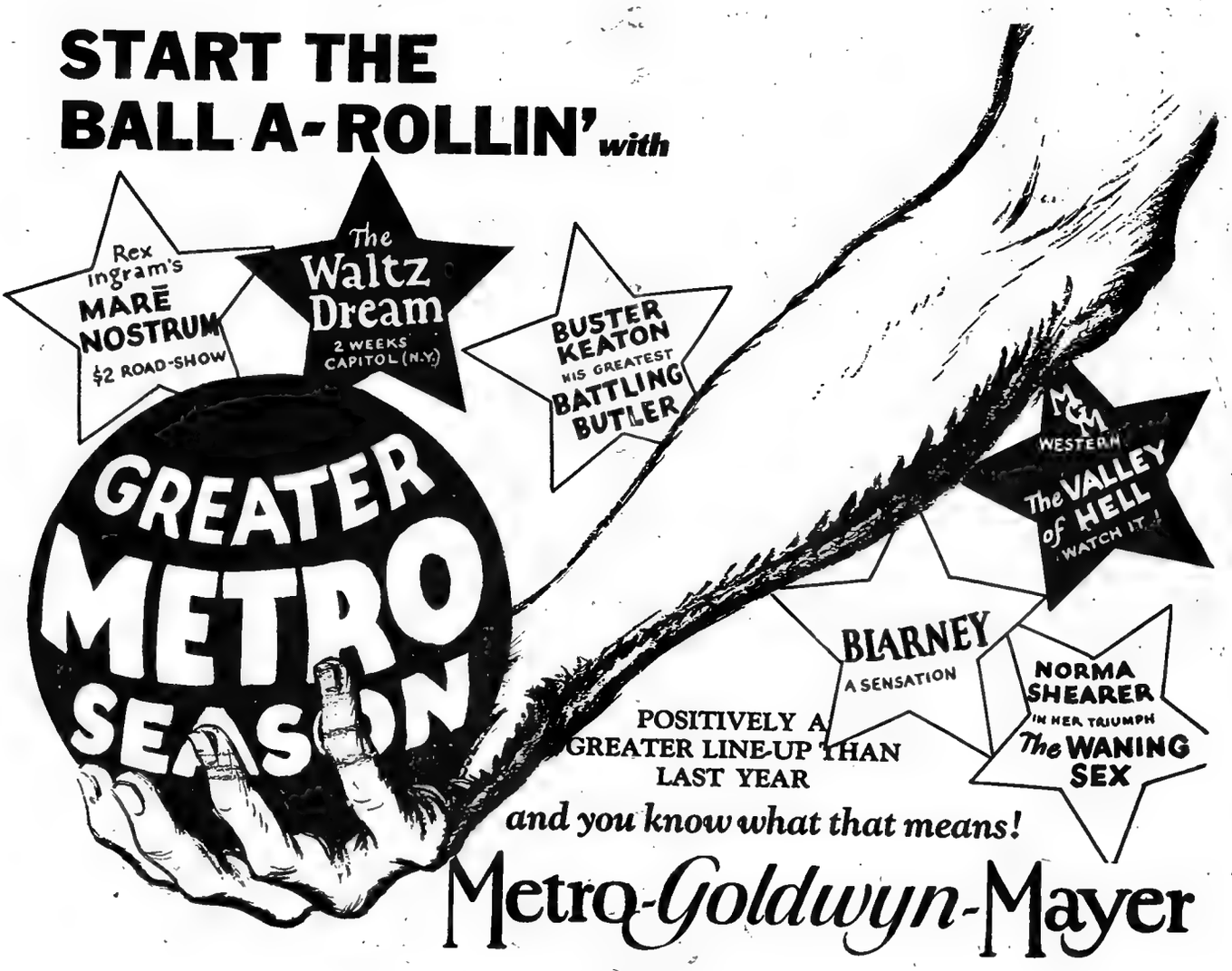
CANADIAN MOVING PICTURE DIGEST

Vol. 18, No. 18. TORONTO 2, CANADA September 4th, 1926


START THE BALL A-ROLLIN' with
Rex Ingram's MARE NOSTRUM $2 ROAD-SHOW
The Waltz Dream 2 WEEKS CAPITOL (N.Y.)
BUSTER KEATON HIS GREATEST BATTLING BUTLER
GREATER METRO SEASON
M G M WESTERN The VALLEY of HELL WATCH IT!
BLARNEY A SENSATION
NORMA SHEARER IN HER TRIUMPH The WANING SEX
POSITIVELY A GREATER LINE-UP THAN LAST YEAR
and you know what that means!
Metro-Goldwyn-Mayer

PUBLISHED BY

CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

259 SPADINA AVENUE, TORONTO 2

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Lillian Gish as "Mimi"
John Gilbert as "Rudolph"
LILLIAN GISH and
JOHN GILBERT in
LA BOHÈME.
KING VIDOR'S production of
STUDIO days in Paris
GOLDEN days of love, laughter and tears . . . .
AND through it all
A great undying love.
COMING to your theatre
AFTER a record breaking $2.00 run
AT the Embassy Theatre
BROADWAY'S most exclusive playhouse
Brilliant Supporting Cast Includes
Renee Adoree and Karl Dane of "The Big Parade", Roy D'Arcy of "The Merry Widow", Frank Currier of "Ben Hur", as well as George Hassell and Edward Everett Horton.
Screen story by Fred De Gresac based on Henri Murger's "Life in the Latin Quarter."
METRO-GOLDWYN-MAYER'S PARADE OF HITS IS COMING
Metro-Goldwyn-Mayer
"More stars than there are in Heaven"

Rex Ingram's
MARE NOSTRUM
MEANS "Our Sea".
ALL New York thrilled to it
THOUSANDS and thousands
GLADLY paid $2.00 to see this epic by
BLASCO IBANEZ, master maker of tales
ALICE TERRY as the beloved spy,
ANTONIO MORENO as Ulysses
WHO worshipped her
BUT loved a great cause more.
A sinking submarine—
THRILL after gasping thrill!
A STUPENDOUS picture
COMING to your theatre
DIRECT from Broadway
A Metro-Goldwyn-Picture
"More Stars than there are in Heaven"
MGM PARADE OF HITS PARADE OF HITS MGM 1926 1927

Watch for these great ads in the Fan Magazines!

THESE ADS ARE SEEN BY MILLIONS!

THE whole country is eagerly waiting for
"LA Bohème" and "Marē Nostrum"
METRO-Goldwyn-Mayer's great $2 hits
WHOSE fame is nation-wide due to the sensation
CREATED by their record-breaking Broadway runs
"LA Bohème" four months at the Embassy, N. Y.
"MARĒ Nostrum" entering its sixth month, Criterion, N. Y.
THEY'RE just part of M-G-M's Parade of Hits.
AND now, in addition, these advertisements
IN the fan magazines will be seen by millions.
THERE'S no argument about it.
METRO-Goldwyn-Mayer is the choice of the public.
THAT'S why we're the choice of exhibitors
FOR 1926-1927.

THE TOP OF THE INDUSTRY

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Setting New Box Office Records Everywhere!

15th BIRTHDAY GROUP

Paramount Pictures

are being Booked faster and wider than any Product ever known

Every One to Date a Sensational Success

Famous-Lasky Film Service, Ltd.

St. John - Montreal - Toronto - Winnipeg - Calgary - Vancouver

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In "Westerns" too Paramount Outclasses the Field with ZANE GREY De Luxe Specials

In the 15th Birthday Group
ready now!
"Forlorn River"
with JACK HOLT
RAYMOND HATTON
ARLETTE MARCHAL
EDMUND BURNS
Directed by John Waters - -
Screen play by Geo. C. Hull
B. P. Schulberg Associate Producer - - - - - -

Coming:
"Man of the Forest"
"Desert Bound"
and more!

Before Buying Pictures Read The Digest Advertising Pages.

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First

consider that this company is no "in and outer"--it has earned and is retaining its

National

reputation through ability to serve theatres week after week, YEAR AFTER YEAR with pictures that click at the box office--pictures that have

Star

value---the kind the public demands---with Norma Talmadge, Colleen Moore, Corinne Griffith, Milton Sills, Constance Talmadge, Richard Barthelmess, Johnny Hines, Lewis Stone, Leon Errol, Ken Maynard, Harry Langdon and others in stories

Spangled

with peppy, dashing titles that make them a glittering attraction to the movie shopper--they guarantee the showman a

Banner

year and firmly convince him that one company stands alone -- unchallenged -- the one best bet in the field when buying a

Group

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BROADWAY BLANKET

First National takes virtual possession of Broadway the week ending August 14 when four of its banner group go into four first-run Broadway houses simultaneously.

The theatres in the First National line-up are the Capitol with "The Duchess of Buffalo," starring Constance Talmadge; the Strand with "Into Her Kingdom," starring Corinne Griffith; the Rivoli with "The Great Deception," featuring Aileen Pringle and Ben Lyon, and the Colony with Ken Maynard's first super-Western special, "Senor Daredevil."

WE OWN NEW YORK

First National crashes into Proadway with its history-making Panner Group! Just an indication of the sensational pictures that are sweeping the nation First National's way. The country is going FIRST NATIONAL! All are bowing to the leader

FIRST NATIONAL

First in Stars! First in Stories! First in Pictures!

e-v-e-r-y week—52 tried and tested hits a year!

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Heralding the Most Significant Development in the History of Motion Pictures

THE as ociation of E. F. Albee, the originator of modern vaudeville and the builder of "perfect theatres"; Cecil B. De Mille, the master craftsman of motion pictures and star-maker of a brilliant galaxy of box office favorites; and such outstanding showmen as Marcus Heiman, Al Christie, P. F. Proctor, B. S. Moss, J. J. Murdock, Sylvester Z. Poli, Mike Shea and other associates writes an epoch page in motion picture history.

To this super-showmanship alliance Keith-Albee-Orpheum brings a chain of perfectly equipped theatres in Canada and the U.S.A. Producers Distributing Corp. contributes a box office product rich in production, star and entertainment values and of proved box office value.

Naturally only high class first run house features can be shown in the theatres included in this great chain and naturally Producers Distributing Corp. can afford to make only pictures of that calibre.

What greater guarantee can be offered the exhibitors of Canada as to the quality of Producers Distributing Corp. features for 1926-27 than to say that each and every one of them will be run in all the theatres of the Keith-Albee circuit.

Producers Distributing Corp. features are being distributed in Canada by Regal Films Limited. That Company's six exchanges —Toronto, Montreal, St. John, Winnipeg, Calgary and Vancouver —are exceptionally well equipped to render exhibitors who use Producers Distributing Corp. features full and most helpful service in "putting over" the wonderful line of pictures which are now ready for booking.

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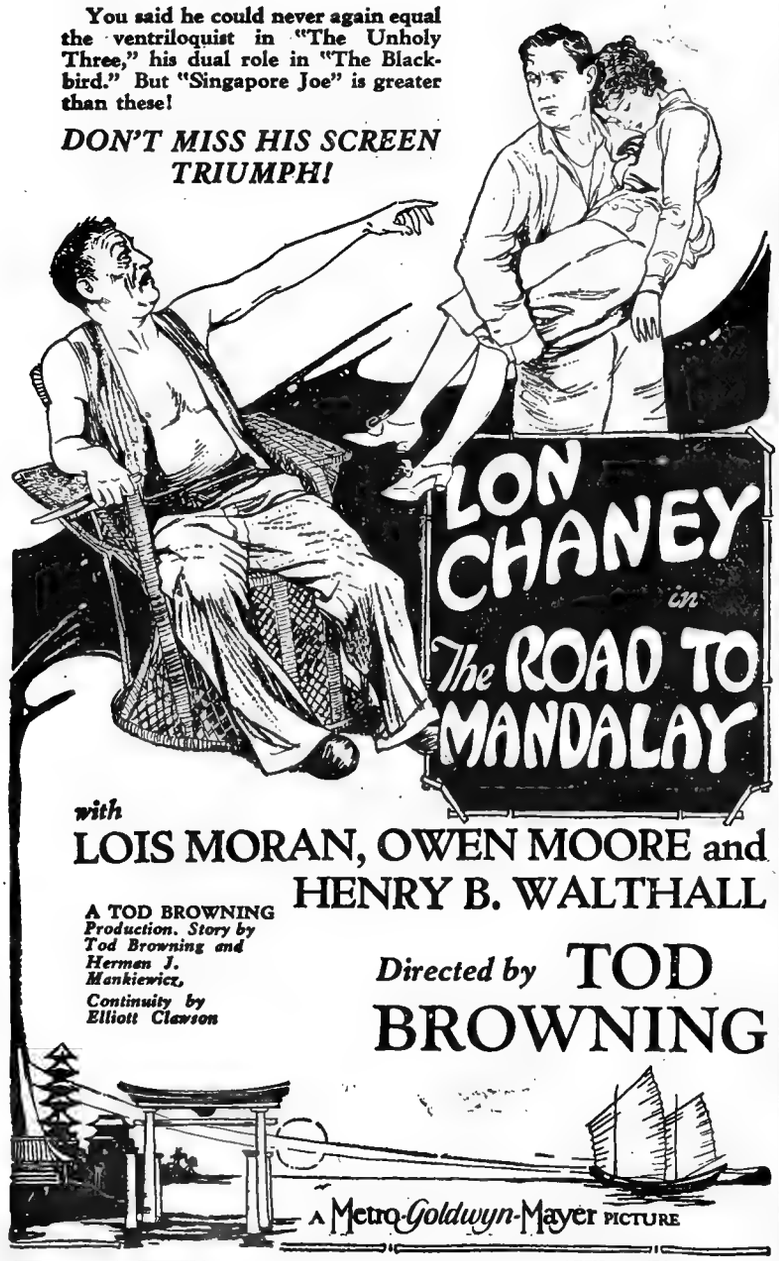
Two Outstanding Super-Specials You Can Book Right Now

LON CHANEY'S GREATEST ROLE!

LON CHANEY goes now to the throbbing Orient for his greatest film! *And what a picture this one is!* Never a moment without a gasp or a thrill!

You said he could never again equal the ventriloquist in "The Unholy Three," his dual role in "The Blackbird." But "Singapore Joe" is greater than these!

DON'T MISS HIS SCREEN TRIUMPH!



with
LOIS MORAN, OWEN MOORE and HENRY B. WALTHALL

A TOD BROWNING *Production. Story by Tod Browning and Herman J. Mankiewicz, Continuity by Elliott Clawson*

Directed by TOD BROWNING

A Metro-Goldwyn-Mayer PICTURE

HARRY CAREY

HARRY CAREY

in

Driftin' Thru'

A Breath of the West

It's a Pathe Picture with the Star with 100% Drawing Power

The click of guns—the clink of glasses—the murmur of mountain streams.

Riding — Fighting - Red Blooded Romance — Big Chances and Big Rewards

It's Harry Carey at his Very Best and a story your patrons will remember for years.

Regal Films Limited Toronto - Montreal - St. John Winnipeg - Calgary - Vancouver

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Canadian Moving Picture DIGEST

Published by Canadian Moving Picture Digest Company, Limited
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RAY LEWIS
Editor and Managing Director
GEORGE C. WILLIAMS
President

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Telephone: Trinity 1481

Vol. 18, No. 18. TORONTO, CANADA Sept. 4th, 1926

Ray Presents

THE RALLY of Ontario Exhibitors, was the big success we expected it would be, G. H. Ferguson, Premier of Ontario, and Col. W. H. Price, Provincial Treasurer, received a deputation, at the Parliament Bldgs., of theatre owners, who on behalf of the patrons of their theatres petitioned for the abolition of the Amusement Tax. The Premier promised relief when the budget would be presented during the next few months.

All theatres interests were fully represented. The common ground upon which all exhibitors can meet has at last been discovered, not one man's problem, peculiar unto himself, but a problem which involves the Canadian Motion Picture Industry.

The Law designates what is termed a Nuisance. It is illegal to create or be a nuisance; the patrons of Motion Picture Theatres have designated the Amusement Tax a nuisance.

The attitude of the public reacts to the disadvantage of the theatre owners in the conduct of their theatres, for Trade and Commerce can only be conducted profitably when and where the buyer finds it comfortable to trade.

Mayor A. Bugg, of Midland, Ont., and J. M. Franklin presented the people's opinion of the Amusement Tax, aided by the eloquence of Wm. Finlayson, M.P.P. for Midland, Ont., in such a reasonable and convincing fashion as to accomplish the object of the deputation.

(Continued on Page 10)

"Go-Getters" All

THE SLOGANS at the Famous Players Canadian Corporation Conventions this year have been "No Red Figures," "A Million Dollar Profit Year," "It Shall Be Done."

Conventions, as we all know, are organized for the purpose of an exchange of ideas, for the clarifying of these ideas, the sifting of the grains of gold from the mere sand; and the exploitation of the ideas which make profits grow; and red figures disappear.

It takes a great deal of time to organize conventions, it is an expensive proposition.

Weigh the time the big officials of any company give to conventions, the entertainment programme; and the time the business associates and representatives spend away from their routine of work for which they are being paid so much per.

All these factors are weighed when conventions are planned; and since conventions are becoming more and more popular in our Industry, we must conclude that the profits obtained thereby outweigh the cost.

Every organization needs a stimulus station lest it "go to seed," a convention furnishes this tonic and "peps up" not only the officials, but the least of the members of any organization, since "pep" is both infectious and contagious when it is allowed the necessary contact which conventions furnish.

Conventions permit officers to become better acquainted with the "material" which comprises their organization, for all "live wires" establish a contact.

If Famous Players Canadian Corporation, representing about one hundred theatre owners throughout Canada, are resolved that Canada's prosperity shall react to the advantage of the Famous shareholders, the same opportunities present themselves to the other theatre owners in Canada.

What Famous can do, you can do. Let the slogan of "No Red Figures" and "A Million Dollar Profit Year" be yours also, including the driving force of "It Shall Be Done."

This is a great year for fine pictures; and the public interest grows, make your investment pay dividends. There is no success which does not show a profit.

Ray Lewis

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Ray Presents

(Continued from Page 9)

THEATRE MAGAZINE of August on its editorial page deplores the condition of the stage and threatens theatredom with a censor like unto the movies if the stage does not reform.

Incidentally, the editorial states, "It was the cheaper irresponsible film maker who brought the censorship upon the Industry by exhibiting indecent pictures. The leading film producers, which include all the familiar names, probably would not welcome the doing away with the censorship since such a step would leave the door open to an undesirable type of manufacturer, short-sighted, unscrupulous, who, inspired solely by greed of money, would flood the screen with filthy pictures and bring the Motion Picture Industry into utter disrepute. As it is the censor restrictions put a wholesome curb on that sort of thing and protect the better class manufacturers and the public both."

* * *

It is interesting to read how much those out of our Industry think they know about us; and what is for our good.

We appreciate Theatre Magazine's consideration of the censor question, but find that Motion Picture Censorship does not react in the manner outlined by Theatre Magazine, on the contrary we feel as does the editor of the article in connection with stage censorship, "a censorship is an irreparable blow to our free, gifted, vigorous native theatre."

* * *

LORD KITCHENER'S PICTURE "The Hampshire Mystery," has been purchased by Canadian Educational. With all the publicity in connection with "Kitchener," it looks as if the picture should prove "a nine-days wonder." The latest press scoop is the seizure of the casket alleged to contain the remains of Kitchener by Scotland Yard, upon the arrival of the casket in London. Later reports state the casket was empty — only those who opened the casket know, meanwhile the public's curiosity is aroused; and a curious public is a good investment.

* * *

H. M. Warner was one of the speakers at the Exhibitors of Ontario Rally Luncheon at the King Edward Hotel. He delivered an address which was like the sword of the Spartans, short enough to reach the heart. No waste footage, but a succession of facts which could not fail to impress whoever listened to him.

I have always heard H. M. spoken of as the most important asset which Warner Bros. have, he certainly be-

Charming MILDRED HARRIS in "The Mystery Club"— a Universal.

longs to the aristocracy of brains. The Industry should "make him talk" for the good of the Industry—he does it so well.

* * *

OCCASIONALLY, a picture like Cecil De Mille's "The Volga Boatman," comes along and packs a theatre to bursting point to the surprise of the most astute showman who never dreamed of such phenomenal success.

The same thing has occurred with the United Artist feature, "The Son of a Sheik."

I believe this picture was slated for big money. All the elements had been capitalized. There was Valentino's first "Sheik" success, Agnes Ayres, with the scene of her capture by the "Sheik" lifted bodily and ever so cleverly from the first picture.

There was the story with its box-office appeal through heart interest; and Vilma Banky, appealing and seductive enough to make an evening with her in the theatre pleasurable.

* * *

AND THEN came the Valentino tragedy; and hundreds of thousands of dollars expected by the distributors, and expected by the exhibitors from the public appeared to fade away.

But "The Son of the Sheik" shows that a picture which has merit in addition to what its star furnishes can live even when that star, as a personality, has faded out of the picture through death.

"The Son of the Sheik" is packing the Tivoli, Toronto. It is held over for a second week. If I were its distributor I would flood the country with prints so that the "getting" could be capitalized while the "getting is good." Valentino, as a box-office draw today is much more alive than some of our "live ones." The public refuse to bury him.

MAYOR WALKER PRAISES RED GRANGE FILM

The Mayor of New York, James Walker otherwise known as "Jimmy," was the guest of President Joseph P. Kennedy of the F.B.O. The occasion was the private showing of a film, "One Minute to Play," featuring the much discussed and publicized "Red Grange."

The Mayor is quoted as saying, "I'd like to tell that man King what I think of his picture."

He was referring to Edwin C. King the director.

Leonard Bishop Recovering

Leonard Bishop, late manager of the Regent Theatre, Ottawa, is recuperating gradually at the Lady Grey Hospital from the illness which befell him last June. Mr. Bishop plans to go to California toward the end of September to be with his mother and sister in Los Angeles and will probably remain there for the winter. He hopes to return to Ottawa next spring.

Society British Authors Advised to Organize

The Society of British Authors has been advised to organize its material under the guidance of Will Hays for American Film sale. The British writer advises that from $10,000 to $50,000 awaits the author of a popular British novel which has an American sale. The market of literature, of the drama, is being combed for available British screen material by American representatives.

James T. Moxley Manager, Capital, Ottawa

The Capital Theatre, formerly the Family Theatre, Ottawa, is once more showing signs of life and its future looks a little more assuring. The Capital has been taken over by James T. Moxley, manager of the Imperial Theatre, Ottawa, who was the proprietor of the Regent, Ottawa, previously for years. The Capital, which seats 1,100, is in the downtown district and during the past week or so it has undergone strenuous reclaiming. Mr. Moxley will direct both houses.

Drawing Contest Popular

Mindful of the vast appeal of the Fairbanks picture to the young, the drawing contest for Children fourteen years or under is given a page display with explanations in the United Artist press book.

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NEW YORK THEATRES

CRITERION — "Beau Geste," with Ronald Colman, Noah Beery, Neil Hamilton, Ralph Forbes, Alice Joyce, Norman Trevor and William Powell; directed by Herbert Brenon—Paramount.

RIALTO — "Variety," with Emil Jannings, Lya de Putti and Warwick Ward; directed by E. A. Dupont—U.F.A., Paramount.

WARNERS—"The Vitaphone," also "Don Juan," with John Barrymore, directed by Alan Crosland, Warner.

EMBASSY — "Ben Hur," with Ramon Novarro and May McAvoy; directed by Fred Niblo — Metro-Goldwyn-Mayer.

MARK STRAND — "The Black Pirate," with Douglas Fairbanks, directed by Albert Parker — United Artists.

CENTRAL — "The Scarlet Letter," with Lillian Gish; directed by Victor Seastrom — Metro-Goldwyn-Mayer.

LOEW'S STATE — "The Duchess of Buffalo," with Constance Talmadge—First National; "The Son of the Sheik," with Rudolph Valentino—United Artists.

SHERIDAN — "Puppets," with Milton Sills—First National; "It's the Old Army Game," W. C. Fields—Paramount.

BROADWAY — "Padlocked," Clara Bow—Paramount.

RIVOLI — "Fine Manners," with Gloria Swanson—Paramount.

HIPPODROME — "Young April," with Joseph Schildkraut—P. D. C.

CAPITOL—"Battling Buttler," with Buster Keaton and Sally O'Neil, directed by Mr. Keaton — Metro-Goldwyn-Mayer.

ASTOR — "The Big Parade," with John Gilbert and Renee Adoree, directed by King Vidor — Metro-Godwyn-Mayer.

COLONY — "The Midnight Sun," with Laura La Plant and Pat O'-Malley, directed by Dimitri Buchowetzki—Universal.

CAMEO — "So This is Paris," with Patsy Ruth Miller; directed by Ernst Lubitsch—Warner.

LOEW'S LEXINGTON — "The Duchess of Buffalo," Constance Talmadge—First National; "Into Her Kingdom," Corinne Griffith — First National; "Don Juan's Three Nights"—First National; "The Son of the Sheik," with Rudolph Valentino — United Artists.

LOEW'S NEW YORK—"The Cat's Pajamas," with Betty Bronson — Paramount; "The Duchess of Buffalo," with Constance Talmadge—First National.

PLAZA — "Silence," H. B. Warner —P.D.C.; "The Passionate Quest," Louise Fazenda, May McAvoy — Warner.

OLYMPIA — "The Wise Guy," James Kirkwood, Betty Compson, First National; "It's the Old Army Game," W. C. Fields—Paramount.

BROOKLYN STRAND — "For Heaven's Sake," Harold Lloyd — Paramount.

Congratulations, Maudie

Maude K. Miller, long associated with the Paramount Story Department, has been promoted as manager of the department following the resignation of Verne Porter, who was editor-in-chief, at the coast. She is said to be a box-office wizard in sizing up values.

"Congratulations, Maudie." It's about time we women got a chance to register the interior of our heads, as well as the outside trimmings.

"Every Mother's Son" Not Yet Released

In answer to many inquiries we would state that the much-talked-about British feature, "Every Mother's Son," has not yet been released. Regal Films, Limited, who will distribute the feature in Canada, informs us that it will be ready for showing in the course of a few weeks.

"So's Your Old Man" Starts Production

Production of W. G. Fields' second starring picture, "So's Your Old Man" has started at the Paramount Long Island studio.

Principals in "So's Your Old Man," which was adapted to the screen by Tom J. Geraghty from the prize story by Julian Sreet, are Alice Joyce. Charles Rogers, Josephine Drake and "Kittens" Reichert. Gregory La Cava is directing.

American Distribution for British National Pictures Is Now Assured

Famous Players Close Agreement With J. D. Williams to Distribute Next Three British National Productions.

REPRESENTATION for British-made motion pictures on the screen of America was assured recently when a simultaneous announcement was made in London and New York of a contract whereby the Famous Players-Lasky Corporation will release three productions made by British National Pictures, Ltd.

The contracts were signed by S. R. Kent, general manager of Famous Players, and J. D. Williams and I. W. Schlesinger, directors of British National Pictures. Immediately after the signing of the contract, Williams returned to London where he announced the deal.

The three pictures, which will be given world-wide distribution by Famous Players, will star Dorothy Gish, by courtesy of Inspiration Pictures. The productions are "London," "Tiptoes" with Will Rogers, and "Madame Pompadour," which will be a big special production. All three pictures have Herbert Wilcox as the director. Wilcox directed "Nell Gwyn," also produced by British National Pictures, which was recently shown on Broadway.

"The cordial reception given to 'Nell Gwyn' since its release here" said Kent, "has proved that the American market is glad to absorb fine imported pictures when they are of the standard to which the American public has been accustomed. 'Nell Gwyn' has played in the finest theatres in this country, and this contract proves once and for all that good British-made pictures can get distribution in America.

"These three pictures will be known as Over-Seas Specials. They will be distributed in the United Kingdom on an individual basis. We probably will release 'London' this winter in our Spring group and it is our present intention to release the two other pictures next fall."

The following is the statement made by J. D. Williams, which was given out both at London and New York:

"I am returning to London, happy that Paramount and ourselves have taken the initial steps toward the improvement of the vexed British film situation. The contract just completed will prove the forerunner of more cordial motion picture relations between America and England. I look forward to friendly artistic rivalry in production. The output of our new studios at Elstree will aim at quality, not quantity."

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Industry's Representatives Present Exhibitors' Rally

Representatives from the Industry: Col. J. A. Cooper, M. P. D. & E.; G. O. Burnett, Film Board of Trade; Clair Hague, Universal Films; M. Milligan; Famous Lasky Films; W. Bach; First National; Arthur Cohen, Regal Films; J. P. O'Loghlin, Fox; B. F. Lyon, Warner Bros.; J. S. Myers, O. R. Hanson, Educational; P. C. Taylor, F. B. O.; J. W. Berman, United Artists; Louis Rosenfeld, Independent; H. Law, Universal; B. Murphy, F. B. O.; H. V. O'Connor, Regal; A. C. Benson, Famous Lasky; W. Reid, Fox; Sol Berns, Gus Sun Booking Agency; L. Klar, Educational; C. J. Appel, First National; N. L. Nathanson, Managing Director of Famous Players Canadian Corporation; Arthur Cohen, Treasurer and Secretary Famous Players; H. M. Warner, President, Warner Bros.; Jack Arthur, General Director of Famous Presentations for Canada; S. E. Patton, Toronto Bureau of Motion Pictures; Raymond Peck, Director of Government Motion Picture Exhibits Bureau, Ottawa; Ray Lewis, Advisory Secretary, M. P. T. O. Canada; P. J. Braggs, Comptroller, Famous Players Canadian Corp.; Clarence Robson, Eastern Division Manager Famous Players; Harry Sedgewick, Legal Adjuster, Famous Players.

* * *

Metro-Goldwyn-Mayer Get "Rose Marie"

Having demonstrated with "The Merry Widow" the huge possibilities lying back of a successful screen adaptation of a big musical success, Metro-Goldwyn-Mayer has obtained the film rights to "Rose Marie," one of the most popular musical comedies in Broadway stage history.

The plan of presenting an ace-high musical hit on the screen, accompanied by the original score responsible for much of its earlier success, has many obvious advantages. If the popularity of the cinema versions of such pieces as "The Merry Widow" and "Sally, Irene and Mary," form any sort of augury, "Rose Marie," which will be elaborately screened, should be one of the best box-office attractions in years.

* * *

Stars That Never Fall From Public Favor

It is interesting to note the ever increasing popularity of some of our stars, which like the fixture stars in Heaven "never fall,"or fail to retain their position and brilliancy.

"Buster Keaton" is one of these stars. He is now appearing in "Seven Chances," a Metro-Goldwyn-Mayer feature. With Buster it is said by exhibitors there is never any risk. He is one of the "reliables."

H. M. Trade Commissioner G. F. Braddock on British Films

More Activity Among British Producers—Piccadilly Studios Acquire Famous Islington Studios Finest in England

The result of the referendum taken by the Cinematograph Exhibitors' Association, on the subject of "blind booking," has resulted in 1704 votes in favour of the abolition of blind booking, and 198 against, giving a majority of 1506. The referendum was taken at the suggestion of the British Government with the idea of ascertaining whether exhibitors as a whole were in favour of the abolition of "blind booking" by legislation, if necessary. It is reported that 71% of the members of the Cinematograph Exhibitors' Association recorded their votes. A new sub-committee of the Joint Trade Committee has now been appointed "to review the various schemes, and prepare a comprehensive report on which it is hoped to base a trade agreement."

Meantime more activity is being shown among British film producers. The Gaumont Company, for example, announce three more pictures, for release in the spring of 1927, to be entitled: "London Life," "Mademoiselle from Armentiers," and "Blink-eyes." Of these the first has been completed and will shortly be shown to the trade. Good progress continues to be made with "Boadicea," which is being produced by British Instructional Films, Ltd. For the purpose of this picture a replica of a Roman forum has been built, together with ancient British village huts, and a model of the ancient gate of Colchester. The importance of obtaining historic accuracy in the details of this picture is appreciated by the producers and the services of Professor Newton, the well-known London University lecturer on Empire history, have been enlisted with this end in view.

An interesting announcement is that Hayford Hobbs Film Productions are embarking on a programme of 12 feature films for the next two years. These will be British melodramas, and will be awaited with interest.

There is hardly a more famous name in British film production than that of Cecil M. Hepworth, who was at work on British films more than 20 years ago, and is now announced to have resumed the role of producer for a new film, to be entiled, "The House of Marny," the story of which is said to have a strong maritime flavour. A well-known British film artiste, Alma Taylor, will be making her re-appearance on the screen in this picture after an absence of two years.

It may be remembered that Piccadilly Studios, Ltd., acquired early this year the well-known studios at Islington, built by Famous Players Lasky British Producers, Ltd., which are stated to be among the finest in the United Kingdom. This firm has been associated with Gainsborough Pictures, Ltd., of which Michael Balcon will be the managing-director. Graham Cutts, a well-known producer, and Carlyle Blackwell, will be associated with this company.

Herbert Wilcox has commenced production on "Tip-Toes," the second of the British National Pictures starring the American actress, Dorothy Gish. The leading male part will be taken by the well-known British actor, Nelson Keys.

Good progress is reported in the production of the war epic, "Mons," in which, by permission of the War Office, a number of British troops have taken part.

Exhibitors' Ontario Convention Music Copyright Resolution

Resolution No. 2

RE MUSICAL COPYRIGHT

WHEREAS the publishers of British and foreign music are collecting large sums annually from the purchasers of music in Canada as part of the price charged for sheet and orchestral music, and

WHEREAS there has been a movement on the part of these British and foreign music publishers to collect a further tax on all theatres, hotels, restaurants, dancing academies, annual exhibitions, brass bands, orchestras and other persons who use music incidentally, and

WHEREAS such a practice would compel all owners or lessees of amusement houses to take out annual licenses for the use of copyright music from several sets of owners of copyright music in Europe and America.

THEREFORE BE IT RESOLVED that this gathering of theatre owners endorse the work which has been carried on during the past year by the Musical Amusement Association and other organizations in opposing the imposition of licenses which would greatly restrict musical performers and performances in this country, and

RESOLVED, that we pledge ourselves to support an amendment to the Copyright Act of 1921 which will prevent any outside corporation or its Canadian representatives, from collecting such licenses which we believe are contrary to the spirit and intention of said Copyright Act.

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Premier Ferguson Promises Tax Relief

Mayor Bugg, Midland, and J. M. Franklin, Keith's, Spokesmen For Delegation.

FOR the first time in the history of Ontario the exhibitors of this province united their forces for the purpose of securing relief from the Amusement Tax.

The M. P. T. O. A. of Canada and the Famous Players Canadian Corporation under the direction of N. L. Nathanson jointly called together all theatre interests of Ontario and held a joint Exhibitors' Rally in the King Edward Hotel, Thursday, Sept. 2nd. The attendance was splendid and exhibitors should not overlook the excellent services rendered by Col. John A. Cooper, representing the Motion Picture Producers and Distributors Association of Canada. Col. Cooper co-operated and acted as chairman of the general committee appointed to carry on the work of the Rally. Mr. J. C. Brady, President of the M. P. T. O. A., assisted by the executive and members of the M. P. T. O. A. Board added their strength, while The Digest performed its mission in spreading the gospel.

The thanks of the Industry, and we say Industry of Canada intentionally, must be extended to N. L. Nathanson, who, in conjunction with the M. P. T. O. A., acted as host to a banquet in the King Edward Hotel, where a sumptuous feast was spread; and Jack Arthur's "Gang" stimulated the guests to make merry. Among the distinguished visitors who graced "the festive board" were Col. W. H. Price, Provincial Treasurer for Ontario, who received the deputation oftheatre owners in conjunction with Premier Ferguson in the afternoon at the Parliament Buildings. Col. Price has always fraternized with our Industry and endeavored to co-operate to the fullest extent.

The decision of Premier Ferguson to reduce the tax on low-priced admissions when the next budget is presented has been largely influenced by the knowledge which Col. Price has of our Industry; and the facts he has been able to present to the Premier justifying the request of the theatre owners on behalf of their patrons.

Other guests with which we were honored were Mayor Foster and Speaker Thompson of the House, Mayor Mitchell of Cleveland and members of his council. James Summers, Secretary of the Reception Committee City Council, Wm. Finlayson, M.P.P., Midland, Ont., and Charles Wright, M.P.P., Penetanguishene, who introduced the theatre owners deputation.

Our thanks to Wm. Finlayson for his able and concise address, and while our thanks is going the rounds we must not overlook J. M. Franklin, of Keith's, Ottawa, and Mayor A. Bugg, Midland, Ont., who presented the request for the abolition of the Amusement Tax to Premier Ferguson.

H. M. Warner, President Warner Bros.,was another distinguished guest, and W. J. Sheppard of Waubashene, Ont. and W.W. Ross, of Toronto.

Resolution No. 1

RE AMUSEMENT TAXES

WHEREAS the imposition of an Amusement Tax upon the patrons of theatres in the Province of Ontario, was a war expedient and as such, has outlived the purpose of its origin, and

WHEREAS the Amusement Tax on motion picture patrons is a tax on the bulk of the people, whose main source of recreation is thus made more costly, and

WHEREAS thousands of our patrons have protested against this unjust tax and requested us to intervene on their behalf.

WHEREAS the Labour organizations of the Province of Ontario feel that the Amusement Tax is an unfair and unjust levy upon the labouring classes;

THEREFORE BE IT RESOLVED that we, the Motion Picture Exhibitors of Ontario, on behalf of our patrons, respectfully request the Government of this Province to abolish this tax so far as motion picture admissions are concerned, at the earliest possbile moment and with the expectation that relief will be granted not later than the next session of the Legislature.

Among the Toronto exhibitors who registered at the Exhibitors' Rally, we find C. Robson, Paramount Theatres; W. G. Reeves, Kitchener Theatre; I. Field, Duchess Theatre; Abe Polakoff, Kingswood Theatre; Harry Sedgwick, Tivoli Theatre; M. Steim, La Reta Theatre; W. C. Ball, Review Theatre; Sam Fine, Christie Theatre; S. Sternberg, Danforth Theatre; S. Bloom, La Plaza Theatre; Sam Lent, Dundas Playhouse; J. Cohen, Classic Theatre; S. Lester, Doric Theatre; Percy Smith, Mavety Theatre; A. Applebaum, Temple Theatre; J. Isenstein, Monarch Theatre; Jack Barden, Woodbine Palace Theatre; B. Wainright, Oxford Theatre; S. Major, Major Theatre; A. Lester, King Theatre; H. Alexander, Park Theatre; J. R. Joy, Wonderland Theatre; Roy O'Connor, Prince of Wales Theatre; F. Piton, Globe Theatre; E. Barker, College Playhouse; H. P. Ridway, Crown Theatre; Jacob Smith, Kum C Theatre; Harry Lester, Bonita Theatre; J. C. Brady, Madison Theatre; H. Ginsler, Iola Theater; Charles Bailey, Aster Theatre; M. Gebertig, Blue Bell Theatre; C. Rotenberg, Chateau Theatre; H. Rotenberg, Pickford Theatre; S. Ulster, Photodrome Theatre; Ned Miller, Pantages Theatre; Herbert Allen, Ottawa Valley Theatres; Mrs. Bloom, Academy Theatre.

While the out-of-town exhibitors noticed were as follows: J. C. McCarthy, Belle Theatre, Belleville; H. O'Regan, Imperial Theatre, Ottawa; T. H. Moorehead, Capitol Theatre, Brampton; H. Schedmitz, Regent Theatre, Elmira; A. Patzalik, Playhouse Theatre, Hamilton; P. J. Nolan, Rex Theatre, Ottawa; J. M. Franklin, Keith's Theatre, Ottawa; C. M. Gordon, Opera House Theatre, Elora; John Allan, Patricia Theatre, Thorold, A. H. Page, Patricia Theatre, Leamington; H. W. Braden, Kenilworth Theatre, Hamilton; D. McMullen, Castle Theatre, Guelph; C. G. Markell, Palace Theatre; Cornwall; G. J. Filman, Grand Theatre, Welland; J. A. Morrison, Weston Theatre, Weston, E. M. Scoffin, New Princess Theatre, Hamilton; I. Shulman, Maple Leaf Theatre, Mount Dennis; Theo. V. Maxwell, Mission Theatre, Kingsville; Joseph Stempski, Main Theatre, Hamilton; John V. Ward, Queen Theatre, Niagara Falls; W. J. Adams, Lyceum Theatre, Wingham; B. Mechanic, Ford Theatre, Ford; J. H. Allan, Capitol Theatre, Kitchener; Ernie Moule, Brant Theatre, Brantford; H. E. Wilton, Strand Theatre, Hamilton; J. W. Logan, Capitol Theatre, London; J. Walker, Port Dover; J. R. Minhinnik, London; Mayor A. Bugg, Midland; F. Guest, Delta Theatre, Hamilton; W. Gates, Queen's Theatre, Hamilton; M. Stein, Tivoli Theatre, Hamilton; Miss "Carry" Gordon, Opera House, Alno ,Ont.

DOUGLAS MACLEAN will do more traveling in his current picture, for which an appropriate title still is being sought, than the average person does in a lifetime. Episodes of the picture will find Douglas and his globe-trotting friend, Walter Hiers, in over a dozen different cities on five continents.

However, according to the announcement of director William Beaudine, the company will go no further away than Los Angeles and the nearby beaches.

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A stirring scene from Ken Maynard's first western for First National, "Senor Daredevil." Dorothy Devore has the feminine role.

HERBERT JENNINGS PUTS IT OVER

Interviewed and written by
RUSSELL J. WALDO.

LET IT RAIN.

AT THE END of the programme, if it should happen to be raining, a trailer announcement follows the last picture announcing to the patrons that by depositing one dollar at the office they may secure an umbrella, the dollar to be returned upon return of the umbrella.

* * *

TIME SCHEDULE BOARD

THE TIME SCHEDULE BOARD is a very helpful adjunct to the theatrical patrons. The illustration shows how it is made. At a glance the patrons may see exactly what portion of the programme is being shown.

* * *

HOURLY TICKET SALE

THE hourly ticket sale report made to the manager at the close of the day is a very helpful report. It shows at a glance the number of tickets during any hour of the day.

(To be continued.)

Black Pirate Press Book Released

The augmented Exhibitors Service Department of United Artists Corporation have just released the pressbook on Douglas Fairbanks in "The Black Pirate," with scores of helpful suggsetions to exhibitors on best means to put the picture across. The pressbook is in convenient size and is profusely illustrated with advertising, exploitation and publicity suggestions.

"Black Pirate Treasure Hunt"

"The Back Pirate Treasure Hunt," successfully executed in co-operation with the New York pre-release engagement of "The Black Pirate" when the New York Evening World conducted a $250 prize "Black Pirate Treasure Hunt," is the biggest exploitation help emphasized in the pressbook.

The stunt means combined circulation and promotion help for the newspaper and exploitation for the picture. The newspaper, for circulation it will get, plays up "The Black Pirate Treasure Hunt" with full page and half page advertising relating to the stunt and large news stories of the finding of the keys and rewards to winners. Hence the exhibitor is helped with minimum cost to him.

Universal's 'Calgary Stampede' At Imperial, Ottawa.

When a big stampede was being held at Lansdowne Park, Ottawa, during the week of August 16, as a feature for Ottawa's Fair, Manager James T. Moxley of the Imperial Theatre provided a special counter-attraction at the theatre, starting August 21, this being "Calgary Stampede," the Universal feature starring Hoot Gibson. The picture had been held back in Ottawa for some months so that it could be presented along with the local rodeo.

TIPS FOR PROJECTIONISTS

By GUY E. McALLAN

THE CHOICE and use of the proper oil or lubricant for your projector is very important in securing first class results and in reducing wear and tear on the machine.

The use of cheap inferior oils such as sewing machine oil is very bad as such oils dry very quickly when in use and exposed to heat, and form a hard gummy substance not unlike rubber, this results in hard running which, if the machine happens to be hand driven affair, usually warns the projectionist, but if motor driven may continue until a bearing siezes up.

Care should be taken that oil of the right vicosity or thickness is used in the intermittent oil well as the use of too light an oil will result in noisy running and rapid wear of the cam, etc., it is usually best to follow out the suggestion of the company which makes your projector in matters of the intermittent oil.

Vaseline can often be used to advantage in the intermittent of an old worn machine but should never be used in a proper new adjusted intermittent as it is too thick and heavy.

Ten Percent Increase For Picture Operators

The Motion Picture operators and the New York Theatre Owners Chamber of Commerce have adjusted their differences when the theatre owners agreed upon a 10 per cent wage increase over the operators' old rates. The Vaudeville Managers' Association are also in on the adjustment.

The Loew-Keith-Fox circuits were represented and the new scale affects the big Broadway picture theatres.

Billie Dove and Francis X. Bushman in Universal's "The Marriage Clause." This scene would make an excellent tableau for the prologue, using the aria from the opera, last act, "Romeo and Juliet."

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Regent Holds "Black Pirate" Imperial Charleston Dancers

Ottawa Capital Holds Two Feature Attractions Over For Second Week.

Ottawa, the Canadian Capital, had two hold-overs for the week of August 23. One was "Black Pirate," the attraction at the Regent Theatre, which Manager Ray Tubman held for a second week, and the other was at the Capital, which was re-opened under the management of James T. Moxley, also manager of the Imperial Theatre, only the preceding week. The feature held for a second week by Manager Moxley was the Charleston Dancers who won the M.P.T.O. championships at Massey Hall, Toronto, some weeks ago. The Charleston company is under the management of Charles Garner of Toronto, well known in film exchange circles of Canada for some years.

* * *

Henry Morton Takes Rialto Renamed Monarch

The Monarch Theatre, Portage Avenue, which was one of the first theatres in Winnipeg to show motion pictures, has been closed, and Henry Morton, the lessee, has taken over a lease of the Rialto Theatre, a few doors farther west, and has renamed it "The Monarch." This was one of the pioneer motion picture houses in Winnipeg and was formerly the Majestic. Fifteen years ago Ben Bloom, now of Jackson, Mich., who was general manager of the Allen theatres in Winnipeg for a number of years, ran the Monarch and also had a film exchange in conncetion with it.

* * *

Fun and Magic Co. With Bert Johnson

Bert Johnston, of Hamilton, Ont., after filling eight weeks at Winnipeg motion picture houses, downtown and in the suburbs, has gone on to appear in Portage la Prairie, Man., and Brandon, Man., theatres. Joe Marks is acting as advance manager. Mrs. Johnston, who has been living for some years in Oshawa, Ont., has joined her husband's fun and magic company for their western tour.

* * *

M. J. Williamson Showman Strikes Oil

M. J. Williamson, for many years a well known theatre owner in Winnipeg, proprietor of the National, has gone into the oil promotion business. Oral Cloakey, for many years in Winnipeg and Ottawa, has taken over the managership of the oil well on his uncle's farm known as McLeod No. 2, south of Calgary, Alta.

Dainty PATSY RUTH MILLER in another Lubitsch-Warner Box-Office Record Maker, "So This Is Paris."

G. H. MacGowan Spends Week in Toronto

Columbia New York Official Confers With Louis Rosenfeld, Canadian General Manager.

The Columbia Pictures Corporation of the United States have absorbed the Independent Films, Limited, of Canada, and the new affiliation is now called Columbia Pictures of Canada. Mr. C. H. MacGowan was in Toronto all week representing the Columbia interests and informed The Digest that Columbia would have sixty features a year for Canada, twenty-four from their own studios, released on the two-a-month schedule. Louis Rosenfeld explained that Columbia had now become a National distributing organization; and was to adopt the internationalization of production and distribution as followed by the other prominent national distributing companies.

The first release, "The Lone Wolf Returns," with Bert Lytell, has been booked by the Stanley-Publix and Southern Enterprises of the United States; and the press has been unanimous in conceding it a great picture. Betty Compson in "The Belle of Broadway," has also made a most pronounced impression.

Tie-ups with The Saturday Evening Post and Fan Magazines will help popularize the Columbia Trademark and Stars.

PROPERTY FOR SALE

Greenwood Theatre, 1275 Gerrard Street, Toronto. Fully equipped. Newly decorated Mazda System Projection. Apply

W. J. LISCOMBE

Gerrard 0507 — Howard 2863

Toronto Theatres

REGENT — "The Black Pirate," with Douglas Fairbanks — United Artists.

LOEW'S — "The Show-off," with Lois Wilson, Ford Sterling—Paramount.

PANTAGES—"Fig Leaves," George O'B'rien, Olive Borden—Fox.

TIVOLI—"The Son of the Shiek," with Rudolph Valentino — United Artists.

Neighborhood Theatres

PALACE — "The Great Deception," Ben Lyon—First National; "Hard Boiled," with Tom Mix—Fox.

ST. CLAIR—"The Runaway," Clara Bow — Paramount; "Beverly of Graustark," Marion Davies — Metro-Goldwyn-Mayer.

YORK—"Aloma of the South Seas," Gilda Gray—Paramount; "Up in Mabel's Room," Marie Prevost — P.D.C.

COLLEGE — "Padlocked," Lois Moran — Paramount; "The Plastic Age," Clara Bow—Vital.

BEACH — "Up in Mabel's Room," Marie Prevost—P.D.C.; "Aloma of the South Seas," Gilda Gray — Paramount.

CAPITOL — "Aloma of the South Seas," Gilda Gray — Paramount; "Sweet Daddies," All Star Cast—First National.

ALHAMBRA — "Padlocked," with Lois Moran — Paramount; "The Shamrock Handicap," All Star Cast—Fox.

PARKDALE— "Fascinating Youth," All Star Cast — Paramount; "The Rainmaker," All Star Cast—Paramount.

OAKWOOD — "The Great Deception," Ben Lyon — First National; "Tramp, Tramp, Tramp," Harry Langdon—First National.

BEAVER — "Puppets," Milton Sills —First National; "Aloma of the South Seas," Gilda Gray — Paramount.

RED MILL—"S.O.S. Perils of the Sea," Elaine Hammerstein — Independent; "The College Boob," Lefty Flynn—F.B.O.

PRINCE OF WALES—"The Home Maker," Alice Joyce and Clive Brook; "Partners Again," Potash & Perlmutter—United Artists.

* * *

Ray Peck, director, and Nick Carter, chief cameraman, of the Canadian Government Moving Picture Studio, Ottawa, have spent the past two months in Western Canada to procure much material for forthcoming official Canadian film releases.

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Round About the Studios

ERIC BLORE, who made his American stage debut with Irene Bordoni in "Little Miss Bluebeard," and whose first American screen experience was the role of Lord Digby in Herbert Brennon's production of "The Great Gatsby," has been cast in another picture, "The Ace of Cads" starring Adolphe Menjou. This screen version of Michael Arlen's story will be directed by Luther Reed. Featured in Menjou's support are Alice Joyce, Lois Moran, Norman Trevor and Philip Sterling.

* * *

Production has started at First National's New York studios of "The Charleston Kid," another picture featuring Dorothy Mackaill and Jack Mulhall. It is the screen version of Gerald Beaumont's story, "Even Stephen," and has in addition to Miss Mackaill and Mulhall, Louise Brooks and William Collier, Jr., in the cast. Alfred Santell is directing the production for Al Rockett's First National unit.

* * *

GEORGE HILL is photographing the tropical storm scene in the Phillipine set of "Tell It To The Marines," starring Lon Chaney, with William Haines and Eleanor Boardman in the featured roles at the Metro-Goldwyn-Mayer studio.

* * *

IRVING G. THALBERG, associate studio executive at Culver City, announced last week that James Gruen, known in the industry as a journalist and scenario writer of remarkable ability, has been added to the Metro-Goldwyn-Mayer writing staff.

BILLIE DOVE

in Columbia's big surprise picture success "The Lone Wolf Returns."

JACK KIRKLAND, a New York newspaperman, has been signed by First National to a five year contract as a scenarist in the new Burbank studios. Kirkland collaborated with Paul Ganglin on the script of "Forever After."

VARCONI TO PLAY "PONTIUS PILATE"

Capitalizing on the tremendous growth in Victor Varconi's popularity since his success in "The Volga Boatman," Cecil B. De Mille announces that he has cast this talented Hungarian actor for the role of Pontius Pilate in "The King of Kings," the story of Christ which De Mille will next direct.

The part of Pilate in the story as prepared by Jeanie MacPherson is said to be one of the most prominent in "The King of Kings" and one which will require unusual delicacy of portrayal to retain the sympathy for Pilate which is held by those familiar with the story of Christ. The casting of Varconi for this role is considered a tribute to his splendid dramatic capability.

Victor Varconi is the second player engaged for the cast of "The King of Kings," the fact that Joseph Schildkraut would portray Judas having been previously announced.

Production on "The King of Kings," which is to be filmed on the dimensions of "The Ten Commandments," will start in August.

* * *

MATHEW BETZ, one time popular stage player and of recent years one of the best known heavies in motion pictures, has been selected by Erich Von Stroheim to play the villainous role of Schani, in "The Wedding March," for Paramount.

"The Wedding March," which marks Von Stroheim's return to the screen as an actor, was written by the director to serve as his first vehicle under his contract with P. A. Powers.

BLAZING A TRAIL FOR METRO-GOLDWYN-MAYER

Lon Chaney in "The Trap" and "The Penalty," a man of many faces and great characterizations — Renee Adoree, who marched ahead of "The Big Parade" — and John Gilbert, who made merry with "The Merry Widow" and in "La Boheme."

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"TILLIE THE TOILER" FOR MARION DAVIES

Star Peculiarly Adapted for Comedienne Roles Recent Pictures Show.

Marion Davies, Cosmopolitan star, will have the leading role in a picture based on the nationally popular comic strip, "Tillie the Toiler," announces Irving G. Thalberg, associate studio executive of Metro-Goldwyn-Mayer. The picture will be filmed as a Cosmopolitan production for M-G-M.

"Tillie the Toiler," the work of Russ Westover, is one of the most popular features released by the King Features Syndicate. It appears in the New York American and many other great newspapers, as well as in many small town journals. The chief character, Tillie, is a stenographer and the brand of humor is pertinent to our contemporary life. The characterization of the principal characters in the strip is deftly done. Superimposed upon a suitable plot the comic strip will undoubtedly make a splendid vehicle for Marion Davies.

Miss Davies' penchant for light comedy of the sort necessary to a film like "Tillie the Toiler" has been making money for countless exhibitors. "Lights of Old Broadway" and "Beverley of Graustark" are among the big money makers of the current year. The picture she is at present working in, "The Red Mill," has the same light tone.

* * *

"Mare Nostrum" Given Private Screening, Toronto

"Mare Nostrum,"the big Metro-Goldwyn-Mayer special directed by Rex Ingram was recently given a private screening in Toronto. Those who were present predict that when the feature is released for general showing it will go over great.

"KIT GUARD"
making life worth while in F. B. O. Comedies.

Three New Houses For Suburbs, Winnipeg

Three new picture theatres are being built in Winnipeg, in suburban districts, two at a cost of $75,000 and one at a higher cost. Mr. N. Rothstein, owner of the Arlington Theatre, Portage Avenue, Winnipeg, has started work on two of the three, one located on Sargent and Arlington corner, Winnipeg, and the second on Marion Avenue, Norwood. Each will be of steel frame construction, concrete superstructure and basement, with air-cushion seats, and will be absolutely fire-proof. The seating capacity will be 800 each. Henry Morton will lease a new theatre to be built on Portage Avenue, at the corner of Home Street. It will cost $85,000, and will seat 1,000 people. All are to be ready for the early winter business.

Lubitsch's Latest Production "So This Is Paris"

That Ernst Lubitsch has scored another triumph may be judged by the fact that his latest picture for Warner Bros., "So This is Paris," is now enjoying a run at the popular Forum Theatre, Los Angeles, at $1.65 top.

Like "The Marriage Circle," and "Kiss Me Again," "So This is Paris" appeals to all who have seen it as an exceptional box-office attraction.

"So This is Paris" appeared first as a stage comedy and enjoyed a long run in Paris. The play was the work of Henri Meilhac and Ludovic Halevy. Lubitsch prepared it for the screen and in addition to injecting many deft touches of humour will show something new and original in the way of photography.

Monte Blue and Patsy Ruth Miller, an extremely popular pair, who are at their best in these light comedies, have the leading roles, while in the supporting cast are included Lilyan Tashman, Andre Beranger, Myrna Loy and Sydney D'Albrook.

* * *

Carey's "Comin' Thru" Adds To His Fame

Harry Carey, that popular "western" star, has made another picture that is going to add to his fame. Previews of his "Comin' Thru" show that this feature is much better than the average western. There is action from start to finish and, best of all, the plot of the story is not only interesting, but logical and convincing. "Comin' Thru" is being distributed in Canada by Regal Films Ltd.

Motiograph De Luxe Projectors
(Standard Arc, Reflector Arc and Mazda Models)
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(For all conditions of Amperage and Voltage)

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Magnetic KATHARINE PERRY in "Woman's Power"—a Fox feature.

Manager E. O. Smithers Capitol, Kingston, Fraternizing

Establishing Patronage Thru Community Service.

E. O. Smithers, manager of the Capitol Theatre, Kingston, Ontario, has been making a specialty of a tie-up with various local sporting and community events by inviting athletes or other guests to certain performances at the theatre. Recently he had a Toronto baseball team at the Capitol and a few days later he invited all local orphans to a special performance under the auspices of Kiwanis. He has had fraternal organizations and others attend the theatre at regular intervals.

* * *

Production Under Way At New Studios First National

"The Masked Woman" and "A Desperate Woman" Now Being Screened.

Just seventy-four days after the first pick was driven into the loam of an extensive alfafa field near Burbank, California, First National's new West Coast studios are seeing the production of two pictures. These are "The Masked Woman," a June Mathis production which Balboni is directing, and "A Desperate Woman," now being screened under the supervision of B. P. Fineman. Thirty buildings, including a beautiful miniature theatre for pre-views, and every conceivable facility for the most modern picture production, constitute the now completed studios, built at a cost of $2,000,000.

Allied Trade & Labour Council Against Amusement Tax

The Trades and Labor Congress of Canada, representing all unions affiliated with the International Federation of Labor, has taken up the fight against the Amusement Ticket Tax in the various Provinces of Canada. The Congress, at its annual general convention to be held shortly, will ask that the Amusement Tax be abolished. Tom Moore of Ottawa, Ontario, delegate to the League of Nations at Geneva, is the president of the Canadian Congress.

At a meeting of the Allied Trades and Labor Association at Ottawa on August 20, a resolution calling for the abolishment of the Amusement Tax was unanimously adopted. The resolution was contained in the report of the executive and has been forwarded as a recommendation to the Trades and Labor Congress of Canada. The motion held that the Amusement Tax had become a nuisance to the general public of Canada and that the Congress use its powers to secure a discontinuance of the tax. The respective Provincial Governments having control of the tax will be asked by delegations to wipe out the ticket impost.

* * *

Paramount Big Pictures Not For Publix Theatres

"Beau Geste," Herbert Brenon's Paramount production will open at Criterion Theatre in New York, Sept. 1st, and not under the Publix presentation. Following 'Beau Geste' will be "Sorrows of Satan," D. W. Griffith's directed feature.

Glen Allvine will have charge of Criterion and the Paramount Road Shows to be produced there, according to information which Sydney R. Kent made public.

* * *

Tully's "Passing Strangers"

Five months ago John Waters was an obscure assistant director on the Paramount lot in Hollywood. Now the announcement is made by B. P. Schulberg, associate producer, that Waters has been assigned to direct "Passing Strangers," the epic of tramp life written by Jim Tully especially for the screen. The story is based on varied experiences of Tully during the days when he was a hobo, many of which are included in his autobiographical volume, "Beggars of Life," and "Outside Looking In."

Waters was given a chance to direct five months ago, and has filmed two Zane Grey stories, "Forlorn River," and "Born to the West." So successful were these pictures that he has been given "Passing Strangers," which is to be one of the big Paramount pictures of the coming season.

Esther Ralston To Lead Paramount's "Rough Riders"

Esther Ralston, fresh from her triumphs as the heroine of "Old Ironsides," has been selected for the leading feminine role in "The Rough Riders," the epic story of Theodore Roosevelt and his famous Spanish-American War regiment.

The announcement is made by B. P. Schulberg and Hector Turnbull, associate Paramount producers, following a conference with Jesse L. Lasky, head of Paramount's production, who is personally assisting in the plans for the filming of the picture being made by Victor Fleming, the director, and Hermann Hagedorn, biographer of Roosevelt who is writing the story.

The only other members of the cast thus far selected are George Bancroft and Frank Hopper, the latter to appear as Theodore Roosevelt. John Goodrich is working on the scenario.

* * *

Regent, Ottawa, Introduces View Showing "La Boheme"

Two features Presented Friday Night Special 11.15 Show.

Manager Ray Tubman of the Regent Theatre, Ottawa, has initiated a plan of pre-view midnight presentations of current attractions as a special stunt. The arrangement consists of the showing of a feature, with musical accompaniment, on the night before the opening of the regular engagement for the picture, the special show commencing at 11.15 P.M.

The first of these pre-shows, for which admission fees were charged, was held late Friday evening, August 27, the attraction being "La Boheme." The regular performances for "La Boheme" opened the following day for one week. Mr. Tubman is trying this plan because he believes that there are a considerable number of people in the city, particularly transients and tourists, who would take advantage of the presentation of two different features on the Friday night and who would not be in the city the next day nor the following week.

* * *

Chapter Plays Popular Pathe Shows New Type

Logical Action Tales Have Audience Appeal.

Chapter plays have again come into their own. Regal distributes the entire line of Pathe serials. These are noted for the high merit of their stories, being logical, interest-compelling tales, rather than the old style of stereotyped blood and thunder fiction. That people are interested in serials is shown by the fact that every magazine of prominence and almost every daily newspaper regularly use serial stories.

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ain't it a grand and glorious feeling ?

Showmen smile when they count up an FBO

Bob CUSTER western show

—for the till is full of jolly jack !

The smash of melodrama on far-flung ranges. SELLS where society dramas flop with a sickening thud in many houses!

F.B.O. is delivering ACTION SHOWS with Bob Custer

His latest smoker from Hollywood carries the speed of a South Sea simoon . . .

"THE DEAD LINE"

Don't miss it--or any of Bob's other F.B.O. winners

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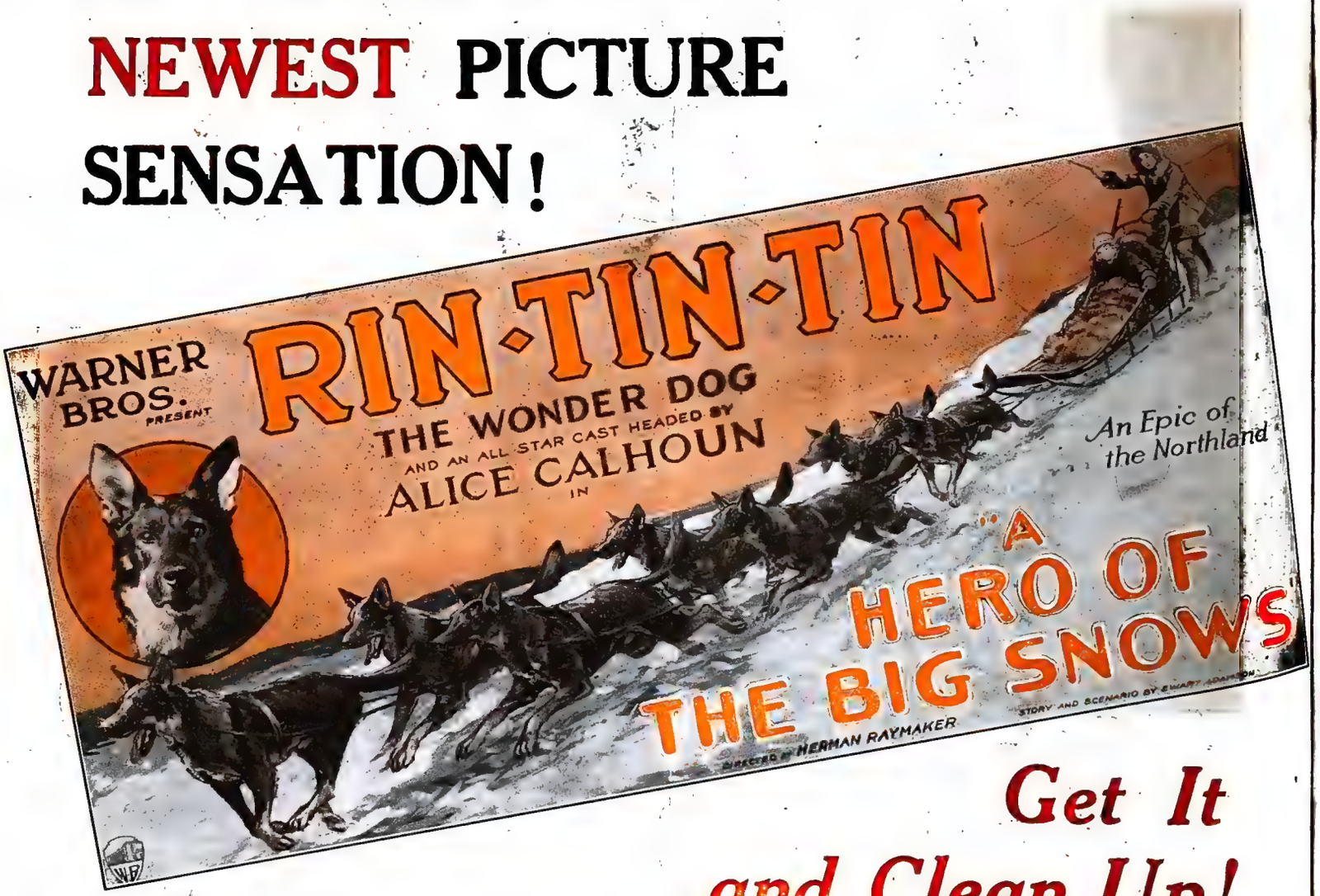
RIN-TIN-TIN'S NEWEST PICTURE SENSATION!



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3 Big Current Clean-Ups From Warner Bros.

An Ernst Lubitsch Prod.

So This is Paris

With Monte Blue and Patsy Ruth Miller.

Broken Hearts of Hollywood

Patsy Ruth Miller, Louise Dresser, Douglas Fairbanks, Jr.

The Honeymoon Express

Irene Rich, Helene Costello
Harold Goodwin, Virginia Lee Corbin.

Another great entertainment sensation starring Rin-Tin-Tin, the wonder dog. Exciting! Thrilling! Marvelous! More than you've ever expected from Rin-Tin-Tin in one picture PLUS a breathless action story of North woods adventure! Everything to put it over; everything to make it bring big money! Now Booking!

BIGGER PICTURES—BIGGER PROFITS!

Warner Bros. Productions

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CANADIAN MOVING PICTURE DIGEST

Vol. 18, No. 19. TORONTO 2, CANADA September 11th, 1926

ONE YEAR FROM TO-DAY—

some exhibitors will call themselves unprintable names!

MANY showmen who passed up
METRO-Goldwyn-Mayer last year
REGRET their mistake today—
M-G-M's greatest year is ahead
DON'T *you* have any regrets
ONE year from today!

METRO-GOLDWYN-MAYER

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CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
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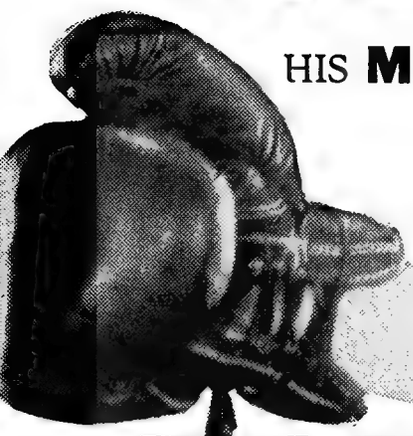
HIS **METRO-GOLDWYN-MAYER**
RECORD-BREAKER



BATTLING BUTLER

Held over a second week at the Capitol Theatre

WATCH the fun!
IT'S a marvelous box-office hit.
ALL New York is crazy about it
AND in Chicago The Tribune says:
"IT'S Keaton's best."
YOU'LL agree!
M-G-M certainly has the product
AGAIN!
"BATTLING BUTLER" is just one prize in
THE phenomenal Parade of Hits.

With Sally O'Neil. Presented by Joseph M. Schenck. Directed by Buster Keaton.

GO GET METRO-GOLDWYN-MAYER

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21

reasons why

Paramount's

15th Birthday Group

Outclasses

the

Field →

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DOROTHY GISH
IN
A Paramount Picture
"NELL GWYN"
THE BRITISH FILM TRIUMPH

THE LADY OF THE HAREM
with
ERNEST TORRENCE
GRETA NISSEN
WILLIAM COLLIER JR.
LOUISE FAZENDA
A RAOUL WALSH Production
PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY

THOMAS MEIGHAN
in
"TIN GODS"
with
RENEE ADOREE
AILEEN PRINGLE

2
Succ
Play
N

PRESENTING BY ADOLPH ZUKOR JESSE L. LASKY
An ALLAN DWAN Production
Rex Beach's
"Padlocked"
with
LOIS MORAN
LOUISE DRESSER
NOAH BEERY
A Paramount Picture

Marshall Neilan's
"DIPLOMACY"

"The Great Gatsby"

Adolphe Menjou in
"THE ACE OF CADS"

Richard Dix in
"THE QUARTER BACK"

"FORLORN RIVER"
with
JACK HOLT
RAYMOND HATTON
ARLETTE MARCHAL
EDMUND BURNS
A PARAMOUNT PICTURE

BETTY BRONSON
RICARDO CORTEZ
in
"THE CAT'S PAJAMAS"
with
ARLETTE MARCHAL
THEODORE ROBERTS

FAMOUS-LASKY FIL

St. John - Montreal - Toronto

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Sisses

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BA

FLORENCE VIDOR in "You Never Know Women" with LOWELL SHERMAN CLIVE BROOK

"Variety" with Emil Jannings Lya De Putti

Raymond Griffith in "You'd Be Surprised"

GLORIA SWANSON in "FINE MANNERS"

Clara Bow in "MANTRAP"

Eddie Cantor in "KID BOOTS"

Douglas Maclean in "Hold That Lion"

GILDA GRAY in "ALOMA OF THE SOUTH SEAS" with PERCY MARMONT WARNER BAXTER JULANNE JOHNSTON WILLIAM POWELL

Bebe Daniels in "The Campus Flirt"

Paramount Junior Stars in "Fascinating Youth"

"The Show Off"

M SERVICE, LIMITED

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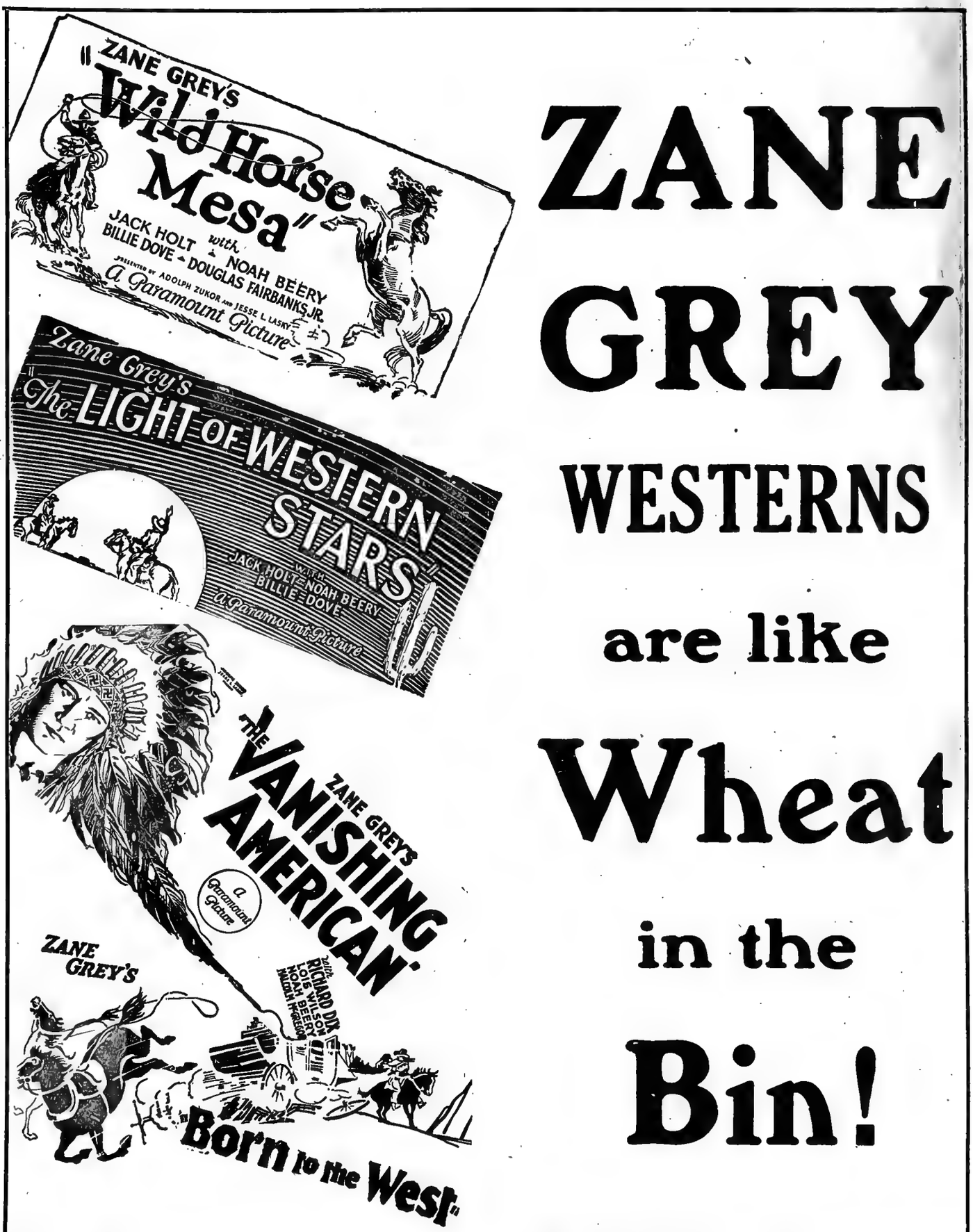

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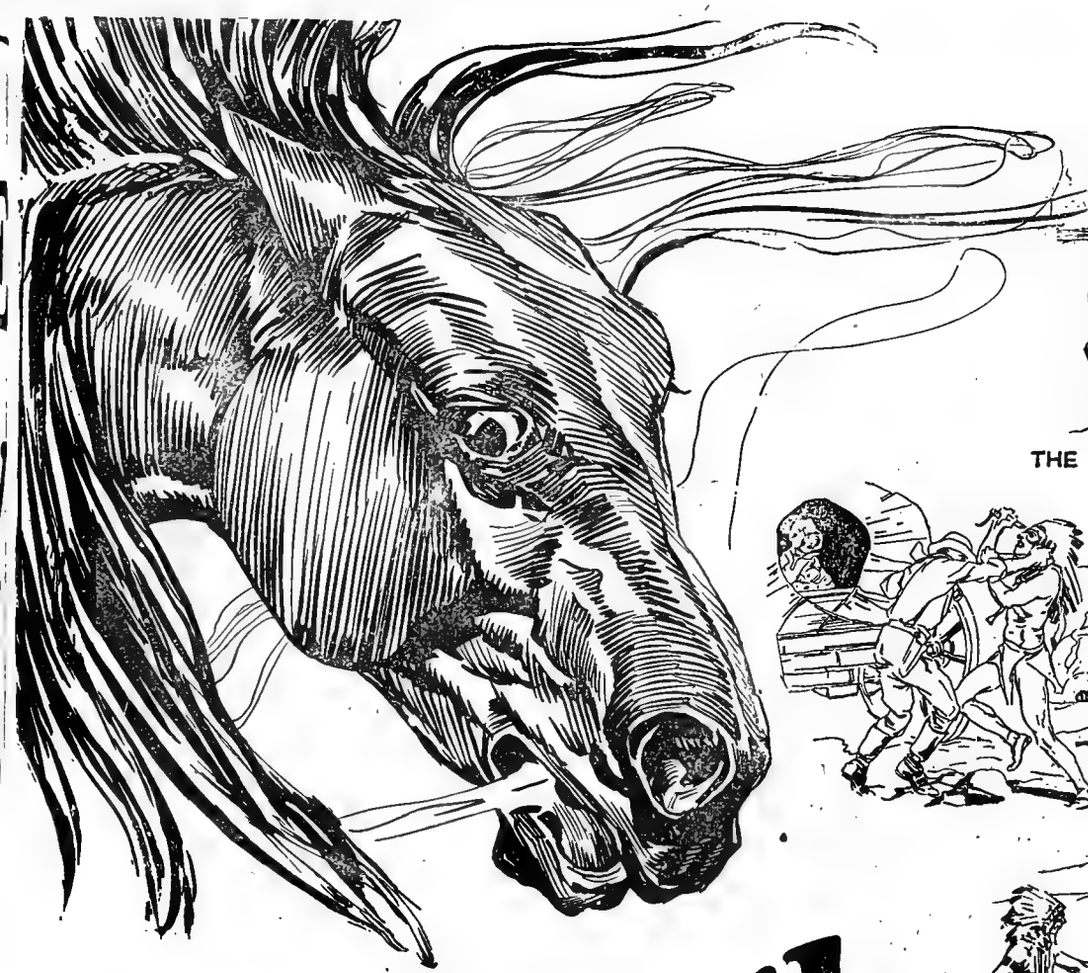


THE BOY'S PAL AND CONSTANT COMPANION

THE INDIAN MASSACRE

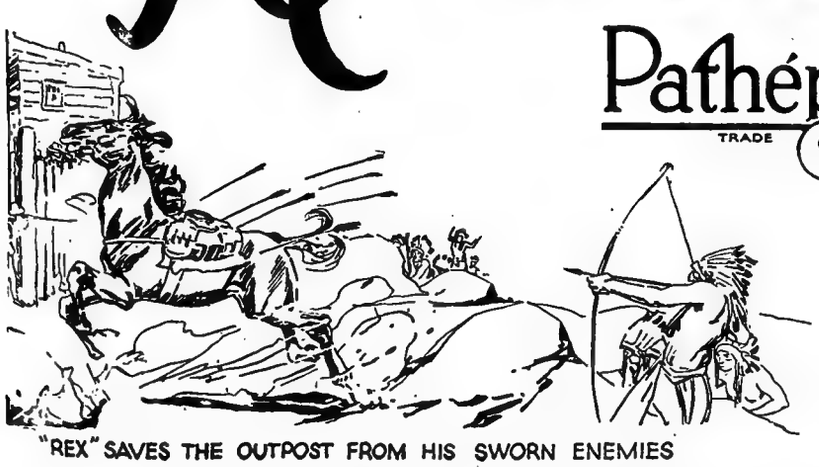
AND A HATRED BORN OF MISTREATMENT

Rex in The Devil Horse

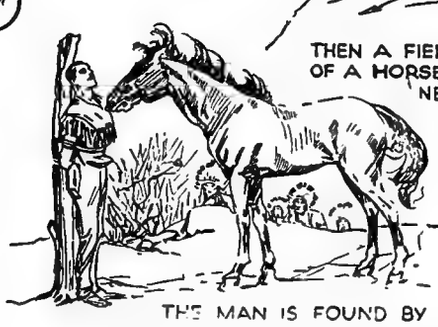
Pathépicture

TRADE MARK

THEN A FIEND IN THE SHAPE OF A HORSE BECOMES THE NEMISIS OF THE INDIANS



"REX" SAVES THE OUTPOST FROM HIS SWORN ENEMIES



THE MAN IS FOUND BY HIS BOYHOOD PAL

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Pete Harrison Says They're All Goo

First National

The appraisal of the First National 1926-27 product, too, must be based on past performances, because not more than one or two of the pictures will be founded on stage plays; they will all be either magazine or original stories.

The First National product has been consistently good. Their summer program, in particular, has been excellent — "The Wise Guy," "Ransom's Folly," "Ella Cinders," "Puppets," "The Savage," "Men of Steel," "The Great Deception," "Senor Daredevil," "The Amateur Gentleman," "The Duchess of Buffalo," "Subway Sadie," have all been either good. very good or excellent pictures. One is justified, therefore, in hoping that the quality of this product will be maintained at a high level. A casual investigation has disclosed the fact that there is now no dissension in the ranks of First National, either at the Home Office or at the studio, here or on the Coast. The addition they have made to their producing forces in the persons of the Rockett Brothers has been a very wise one, for the few pictures they have produced so far should do credit to the program of any producer-distributor. The Home Office sales executives are inspired with the best of feelings towards the exhibitors.

HARRISON'S REPORTS
Saturday, Sept. 4, 1926

FIRST NA

The Safest and Biggest Profit

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Very Good or Excellent Pictures!

When a reviewer independent of all distributing elements tells you that every picture has been good--VERY GOOD --or EXCELLENT you can bet your sheckles he means it and then some - - and you can wager that Pete will have to dig up a few more superlatives when he gets a further peek at the

BANNER GROUP

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Making Investment in the Field!

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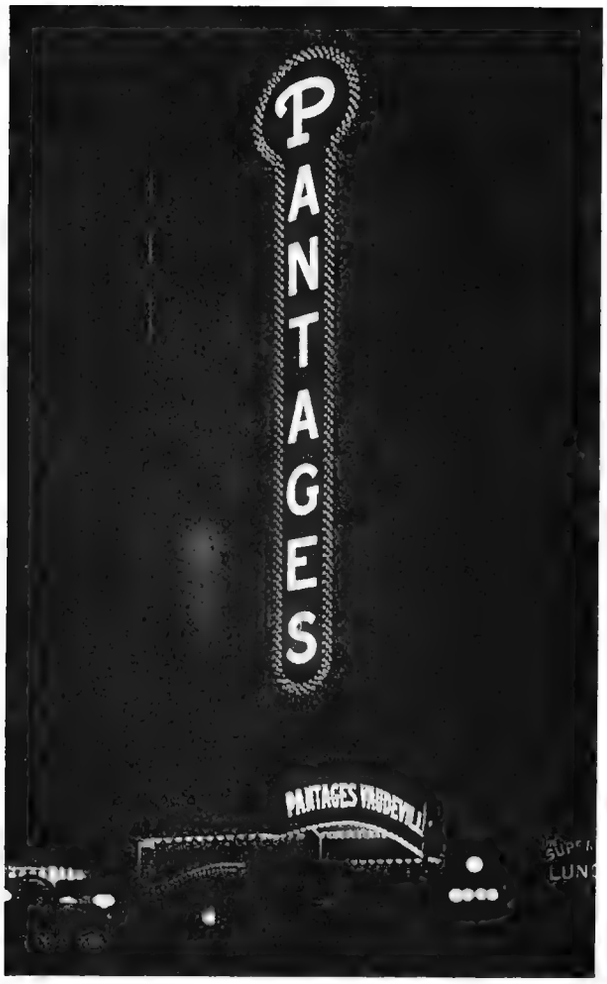
2 of Toronto's Late



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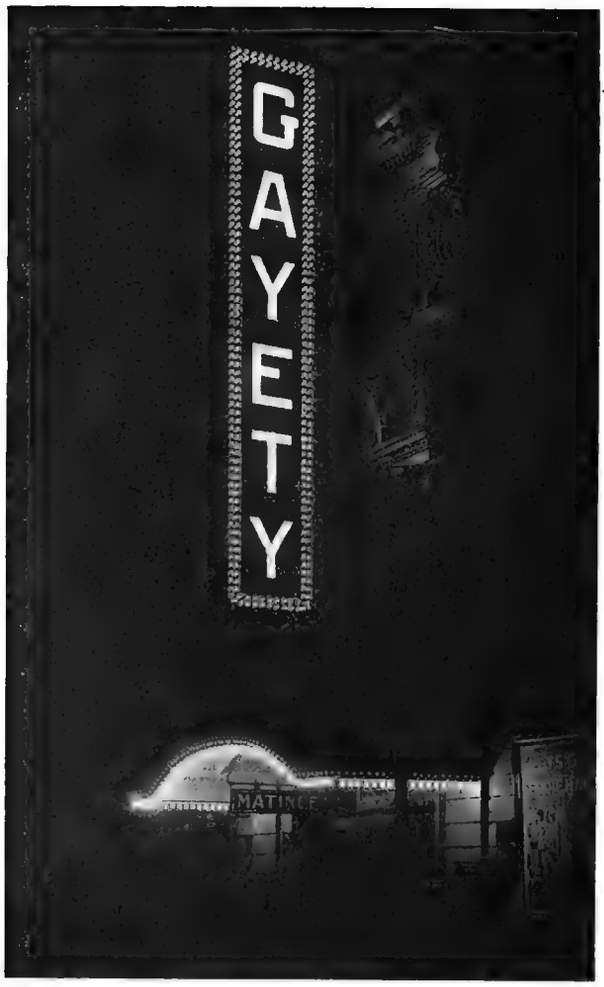

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"Blaze Your Trail"

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With WILLIAM BOYD

Adapted by JEANIE MACPHERSON *and* GARRETT FORT

from the story "BLACK MARRIAGE" *by* FRED JACKSON

DIRECTED BY FRANK URSON

PRODUCED BY DE MILLE PICTURES CORPORATION

AN UNIT OF PRODUCERS DISTRIBUTING CORPORATION

This is one of Producers Distributing Corp. 1926-27 Feature Pictures, and is guaranteed to be an outstanding Production. It is one of the 40 consistently Good Pictures

Producers Distributing Corp. Features for 1926-27 will be shown in Hundreds of the Largest and Best First-run Theatres in Canada and the United States. There must be a Reason. Think it over.

P. D. C. has reached its Foremost Position by furnishing consistently Good Pictures One after Another.

REGAL FILMS LIMITED

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Canadian Moving Picture DIGEST

Published by Canadian Moving Picture Digest Company, Limited
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RAY LEWIS
Editor and Managing Director
GEORGE C. WILLIAMS
President

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Established in 1915 for Exhibitors
Subscription: $5.00 yearly
Telephone: Trinity 1481

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Ray Presents

I MUST NOT FORGET to mention the splendid address Arthur Cohen, treasurer and secretary of the Famous Players Canadian Corp., delivered during the morning sessions of the Exhibitor's Rally of recent date in Toronto. It is an inspiration to hear our Industry's representatives talk to the point and hand out facts, likewise a method of dealing with same.

* * *

FRED GUEST, of Hamilton, delivered his message in an equally able manner, as did also Harry Alexander of the Park, Toronto, and J. C. Brady of the Madison, Theatre, Toronto.

* * *

APROPOS of Hamilton, the theatre owners run on standard time; which is ahead of Toronto, and according to the illuminating advice delivered by Messrs. Guest & Gates, it was not such a difficult problem to make the clocks behave. Organization accomplished what common sense presented, and Hamilton can turn to Toronto and say, "not so slow as you think."

* * *

N. L. Nathanson's address covering the Amusement Tax was logical, reasonable and convincing. As the toastmaster at the King Edward Banquet, he officiated in a gracious fashion and his active mind and ready tongue found just the right language and style with which to introduce the speakers and add the necessary after-flavour to the sum total of their addresses.

* * *

THE EXHIBITORS' RALLY must have been an inspiration to the representatives of our Industry and to the Exhibitors. Establishing a confidence in their own powers and an added respect in themselves.

(Continued on Page 14)

What Ho! Gabriel

GABRIEL blows his own trumpet in the Kingdom of Heaven. He claims God Gave him this privilege.

We understand that on the judgment day he will blow such a blast that even the dead will awaken.

Premier Ferguson of Ontario, has given his promise that the Amusement Tax on all low priced seats will be removed when the next budget is presented, and gradually the Amusement Tax will be entirely abolished.

Assuming the privilege of Gabriel, although not claiming the distinction of a Heavenly Appointment, The Digest blows its trumpet, and states if it had not been for The Digest this Amusement Tax question would still be a "thorn in the flesh of the Industry."

This is the judgment day upon which we blow such a blast of self-satisfaction that even those who are dead enough not to have appreciated the value of The Digest heretofore, arise out of their tombs, their sepulchres, the green soil, fully clothed in a sense of appreciation.

The Digest has behind it a live force to stimulate, encourage, set afire vital issues, to organize, cement into a co-operative platform the units of the Canadian Picture Industry, so that united they may best serve the interests of the Industry in which they have their investments; and through this union of strength serve the people; for in serving the people they serve their country well.

For five thousand years the Bible has been advertising the Gabriel stunt. No one scoffs at Gabriel for "blowing his own trumpet."

Ask any exhibitor, or distributor in Toronto who knows, if The Digest, though unrelated to Gabriel, is not justified in doing a little blowing on account of the Amusement Tax victory; and on account of many other services.

This is the age in which it is necessary "to blow" providing that "your blow" is not merely "hot air."

We are blowing, blowing good and hard, our chest expanded and our cheeks inflated, we are proud of our service; and we want you to know it, because we are going to extend even a greater service than this to you. What Ho Gabriel; page The Digest.

Ray Lewis

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Ray Presents

(Continued from Page 13)

H. M. WARNER, in his address, quoted as his inspiration Russell's "As a Man Thinketh." Other philosophers have been endeavoring throughout the ages to impress upon Man Russell's vision, "as a man thinketh" so is he.

* * *

The "Odyssey of Homer" states "and what he greatly thought, he nobly dared."

Lowell in his "commemoration ode" states "and what they dare to dream of, dare to do," while Goldsmith in "The Traveller" ruminates thus, "For just experience tells, in every soil, that those who think must govern those that toil."

* * *

MR. WILSON, president of the Board of Trade and Commerce, appeared like "a gentleman of the old school," the courtier whom one might picture with satin breeches, and lace-frilled cuffs. He told of how he had conferred with Mr. Nathanson, the Managing Director of Famous-Players suggesting that he form a motion picture section of the Board of Trade and Commerce, that the suggestion was followed up by Mr. Nathanson, and that the Board has been most happy in its new addition.

* * *

MAYOR FOSTER spoke about the necessity of the Motion Picture to the life of the people. That the Industry of Motion Pictures unquestionably furnished cheap, clean, wholesome entertainment. That while the Amusement Tax was a burden upon poor officials of his position (the mayor has a sense of humour) he could see where the demands for its elimination were justifiable (this in a less jocular vein).

* * *

Speaker Joe Thompson of the House, beamed his joviality. His eyes sparkled, as did his wit; and not forgetting a few cheers for British Institutions which tactfully introduced the British picture preference, Speaker Joe proved that his vision was neither biased, nor bigoted; and his tributes to what the American Picture Indusry has furnished, while it assumed the leadership, were sincere.

* * *

THE RALLY taught the Industry in Canada this; when you have a righteous indignation inspired by a condition which reacts to the disadvantage of the people, the only way to relieve such a situation is to organize the people, and direct this organization intelligently against the Grievance. You are the people.

"SHIPWRECKED"
A P.D.C. Recent Release thru Regal. Directed by Joseph Hennaberry.

* * *

The Rally taught the Industry in Canada, that it is a power, that it has acquired the necessary poise and clearness of thinking which enables it to "come out of the kitchen" into the "drawing-room of politics."

* * *

There is one great disadvantage in being an editor, I am unable to inform you that Mr. J. C. Brady, the president of the M. P.T.O.A., nominated Ray Lewis as Secretary of the General Committee organized on behalf of the abolition of the Amusement Tax; and that N. L. Nathanson was the seconder of the Nomination.

* * *

That Col. Cooper, to quote the military gentleman, with whom "I do not always agree," gave me a chance to talk on the Amusement Tax, when as Chairman of the Rally, he had the power to order "gentlemen only."

* * *

These are great days in which we are living. Our manners have become parliamentary and like the well-known slogan which reads "Mother takes it and baby gets the benefit," we're all united and the Industry in Canada gets the benefit. So cheerio, since I am unable to tell you what a fine speech I made, and how those assembled applauded before and after, I am calling upon J. M. Franklin, who is an excellent showman, to write me a letter telling the Industry "just how wonderful I was."

I'll even risk a dissertation signed by Col. Cooper. It is not according to military strategy, Colonel, this appeal, but "all's fair in love and war," they say, so as long as we can keep in love, let's believe in what Sherman said about War.

* * *

THE OPENING of the Famous new theatre, at the corner of Bloor and Yonge Streets, called the "Uptown," was an important incident in the life of the people of our city. All around town I hear them say, "where was Mr. Nathanson and why didn't he speak?" It is the penalty of being a personality, and no showman should be modest.

* * *

The Jazz half-hour furnished by the orchestra has caught favour, as has also the presentation arranged by Jack Arthur.

* * *

"BEN-HUR" opens at the Princess, Toronto, Sept. 13th. The twenty-four sheet stand in black and red, plenty of white space presents the picture like a $2.00 attraction. Those who are interested in Road-Showing pictures take a look at this stand for an idea on how to advertize a Road Show feature.

* * *

Clara Bow has certainly made a hit with the "Male of the Species." Most of the men I know keep telling me what a darling little girl she is, such an appeal, no sex attraction, oh! no!—just makes you feel as if you would like to adopt her as your daughter. The man responsible for this particular expression is Victorian, but has an appetite for "nightingale's tongues on toast." He likes what he likes! Can't blame him his Clara Bow rhapsody; that artist chap, Joshua Smith, to whom I am related through marriage, feels the same way about Clara, only talking to a wife who knows all about that feeling which wishes to adopt them as daughters, he does not "spring one like that upon me!"

* * *

"MANTRAP," is the Famous picture with Clara Bow which opened the Uptown Theatre in Toronto. I always felt that Clara should have "bitten her Savage upon the leg" when that Yale satellite testified that Clara had kissed him so fervently that he could not use his jaw for two days. "Mantrap" proves that if Clara really loved "its ken heppen!"

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No Fire Protection in Ireland Film Tragedy

Films Were Left Near a Lighted Candle

The recent film tragedy which occurred in Cinema Hall, Drumcollogher, near Limerick, in Ireland, and resulted in the death of 50 persons, was caused because fire protection was lacking.

Such a tragedy could not occur on the American continent, since all theatres conform strictly to fire regulations before licenses are secured. It was the first time a film had been shown in the village. The feature was "The Decoy." The improvised theatre was over a garage and reached by one stairway. The fire occured in the projection machine, which was placed near the door, and had no fire screen. In one moment it was a mass of flames, and a panic followed when women, children and men endeavored to pass through this furnace to safety. The wooden structure soon became kindling, and with the collapse of a portion of the floor, the Grim Reaper Death gathered unto himself a harvest. The recovered bodies included twenty women, ten children and ten men. Others were burned beyond recognition. The seriously injured numbered twelve. The owner and projectionist have been arrested.

Industry Watching Reformers

Mac Observes U. S. Busybodies Are After Federal Censorship

"Mac" observes, in the Exhibitors' Daily Review, that the reformers are watching motion pictures in the United States; and that whenever there is any investigation or examination relative to censorship, certain forces are always present fully equipped with what they call their facts. It occurs to us that the Industry of Motion Pictures should organize its forces against the Censor infection — armed with our facts — "Clean, wholesome, cheap amusement, not forgetting its educational value." This sentiment, voiced by Mayor Foster, of the City of Toronto, and probably voiced by dozens of Mayors and government officials throughout the United States. Here are excellent facts, gather your harvest, you who are organizing the industry's forces.

Greta Garbo in "The Temptress," a Metro-Goldwyn-Mayer release, will have its premiere at the Million Dollar theatre, Los Angeles..

Capitalizing on Service In Showmanship Spirit

J. M. Franklin Co-operates on Ottawa Civic Centenary Pulling Business

HOW an exhibitor can enter into the spirit of a public celebration and secure wonderful business in return has been demonstrated by J. M. Franklin, manager of B. F. Keith's Theatre, Ottawa, Ontario.

The occasion was the observance of the Ottawa Civic Centenary during the week of August 23, when the 1926 Ottawa Fair was going full blast, with thousands of old residents and tourists in town.

These are a few of the things that Mr. Franklin did:

Decorated the theatre front gaily with bunting and flags; used three large flood lights to illuminate the whole front at night; had a big searchlight flashing from the roof of the Keith house; employed a special slogan, "Follow the searchlight to Keith's"; had one of the best floats in the industrial and old-timers' parades; had this float tour the city throughout the day, apart from parade events; employed a cameraman to take interesting shots of Centenary features to be shown on the Keith screen; invited the stampede cowboys as guests of the theatre and their frequent appearance there drew plenty of notice; used good display space in the daily newspapers and had advertising cards on the front and rear of street cars, and, previously, had booked exceptionally good pictures and vaudeville, including "Mantrap," "The Sea Wolf" and the Delaney-Berlenbach fight pictures.

The float was mounted on a large truck and it consisted of a miniature log cabin which was called the first house in Ottawa, in front of which was constructed an old-fashioned garden in which the children of a French-Canadian habitant roamed. On the roof of the cabin appeared the sign: "Welcome Home—Visit B. F. Keith's Theatre."

There were two holidays during the week, in addition to the usual Saturday half-holiday. One was a civic holiday for the stores and factories, which was called by the mayor, while the other was a Government holiday for the 16,000 civil servants and Government employees in Ottawa. There was tremendous business all week at Keith's, the theatre being jammed afternoon and night.

J. M. FRANKLIN, Manager Keith's Ottawa, and Speaker for Ontario Exhibitors' Rally Asking for Abolition of the Amusement Tax.

Toronto Theatres

REGENT — "The Black Pirate," with Douglas Fairbanks — United Artists.
TIVOLI—"The Son of the Shiek," with Rudolph Valentino — United Artists.
PANTAGES — "Forlorn River," Jack Holt—Paramount.
LOEW'S — "Tin Gods," Thomas Meighan, Renee Adoree, Aileen Pringle—Paramount.
UPTOWN — "Mantrap," Clara Bow —Paramount.
PRINCESS — "Ben Hur," May McAvoy, Metro-Goldwyn-Mayer.

Neighborhood Theatres

PALACE — "Hard Boiled," Tom Mix, Fox; "Fine Manners," Gloria Swanson, Paramount.
ST. CLAIR — "Beverley of Graustark," Marion Davies, Metro-Goldwyn-Mayer; "The Lady of the Harem," Greta Nissen, Paramount.
YORK — "The Still Alarm," all star cast—Universal; "The Runaway," Clara Bow—Paramount.
COLLEGE — "The Plastic Age," Clara Bow—Vital; "Aloma of the South Seas," Gilda Gray — Paramount.
BEACH — "Aloma of the South Seas," Gilda Gray — Paramount; "Sea Horses,", Jack Holt — Paramount.
CAPITOL — "Sweet Daddies" all star cast—First National; "Dancing Mothers," Alice Joyce, Paramount.
ALHAMBRA — "The Shamrock Handicap," All Star Cast—Fox; "The Palm Beach Girl," Bebe Daniels—Paramount.

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DIGEST HELPS SELL VITAPHONE
ARTICLE INSPIRES A BUYER

J. J. Gaudet, Capital, Summerside P.E.I., Inspired by Digest Article to Investigate

J. J. Gaudet, of the Capital Theatre, Summerside, Prince Edward Island, is reported as leaving shortly for the United States to investigate the possibility of securing the Vitaphone invention for his theatre at Summerside.

The Summerside Agriculturist of P.E.I. on August 26th announces as follows, "The Canadian Moving Picture Digest says:

A new era in motion picture presentation has arrived. It will thrill and startle the world. The marvellous Vitaphone process, which had its first public presentation at the Warner Theatre on August 6th, will revolutionize the industry. It will make it possible for small town theatres to have the same musical accompaniment as that enjoyed in the biggest theatres the world over. Small town exhibitors will become big-time showmen. They can rent music and they can rent film.

Picture this! The greatest artists of the operatic and musical field can be heard in the smallest of theatres as well as the largest. Millions of people will be educated to a finer appreciation of the best music that has ever been written by the foremost composers.

Imagine! The wonderful New York Philharmonic Orchestra—107 pieces—Henry Hadley, the great musical director, directing—in a small town!

The synchronization of music and motion picture is an established fact, and on August 6th the great invention was heard by the public at the De Luxe world's premiere presentation in conjunction with "Don Juan," and proved a veritable sensation, while "Don Juan" has been acclaimed by critics "one of the biggest road-show attractions of the year."

The article concludes with an announcement by that paper that Mr. Gaudet will shortly leave to secure the Vitaphone, if possible, for his theatre. We hope the deal goes through, for some time ago we commented editorially on modern inventions which in no way connected with the possibilities of the Vitaphone, or its future service to exhibitors from a musical standpoint. We have always credited ourselves with a fair amount of intelligence, and were naturally surprised to learn that anyone might have confused our reference with Vitaphone which will unquestionably play a leading part in the development of the Motion Picture Industry.

"The Son of the Sheik" Plays Regent, Ottawa

Semi-mourning borders were used on the display announcements along with one column cut of Valentino for the presentation of "The Son of the Sheik," when news arrived at Ottawa of his death. A pre-release showing of "The Son of The Sheik" was given the Friday preceding the Saturday opening.

Pretty JANET GAYNOR with Fox feature—"The Midnight Kiss."

The Twelve Picture Apostles

Cecil B. DeMille has selected the twelve players who will enact the roles of the twelve apostles in his forthcoming production "The King of Kings." Ernest Torrence for Peter, Joseph Schildkraut as Judas Iscariot, Joseph Striker as John, Robert Edison as Matthew, James Neil as James, Sidney Dallbrook as Thomas, Robert Ellsworth as Simon, David Imboden as Andrew, Charles Belcher as Philip, Charles Requa as James the Less, John Price as Thaddeus, Clayton Packard as Bartholomew. H. B. Warner plays "Jesus of Nazareth," while other members of the cast include Jacqueline Logan, Mabel Coleman, Dorothy Cummings, Roldolph Schildkraut and Victor Varconi.

Motiograph De Luxe Projectors
(Standard Arc, Reflector Arc and Mazda Models)

Cont-El-Arc Motor Generators
(For all conditions of Amperage and Voltage)

Walker Sunlight Gold Fibre Screens

. . THE .
COLEMAN ELECTRIC CO.
258 Victoria Street - Toronto (2) Canada
"Courtesy With Service"

Gundlach and Superlite Projection Lenses

Brenkert Spot-Flood Lamps - National Projector Carbons - General Theatre Supplies
(Ask for a Copy of Our 1926 Catalog)

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SAM MORRIS JOINS H. M. WARNER AT TORONTO

Sam Morris met Harry Warner, president of Warner Bros., at Toronto, and the two went to Youngstown, Ohio, to be present at the golden wedding anniversary of Mr. Warner's mother and father. Mr. Warner was accompanied by Mrs. Warner, his sister, and his daughter.

While speaking at the Exhibitors' Rally in Toronto, Harry Warner did not forget to remember "Mother and Dad." I afterwards learned from Mr. Myers of Warner's Toronto office, that the Warner Bros. are famous for remembering the commandment, "Honour thy Father and thy Mother that thy days may be long upon the land which the Lord thy God has given thee." Good luck, Warner Brothers.

"Mantrap" is Canadian No "Maine Woods" Ads

U. S. Exhibitors Responsible for American Setting Publicity

"A Tempest in a Teapot" occurred when "Mantrap" was recently shown in a Canadian city and someone found occasion to find fault with United States exhibitors who advertised the Sinclair Lewis story as cradled in the deep Maine woods. As a matter of fact, there is no suggestion, either in the title or picture, other than what Lewis intended it should be, "Up in the North Woods," and Canada is indicated upon a map which the principal players view upon the screen. There are numerous scenes in this picture, one a Hudson Bay Trading Post, which gives Canada credit for providing the necessary locale and color. I hope we are not going to grow "too touchy" about our dues. Incidentally "Mantrap" is playing the Uptown theatre, Toronto, this week, and has made its usual big hit.

Red Deer's New Theatre Completed in October

Construction is under way for a theatre at Red Deer, Alta., costing $15,000. Beatty Bros., of the Empress theatre, have completed their arrangements for the erection of a new theatre on the site of the Rex theatre on Ross Street, which was burned down in 1924. The building will have a frontage of 42 feet and a depth of 113 feet. Lobby and two stores in front, with theatre offices above the stores, seating capacity about 500. The stage will have a proscenium opening of 24 feet, and will be 38 feet wide and 20 feet deep.

Otto H. Kahn Visitor at National Exhibition

Otto H. Kahn arrived in Toronto on Thursday, September 2nd, as the guest of honor at a luncheon given by the Directors of the Canadian National Exhibition on Music Day. Mr. Kahn gave a most brilliant address, and among the other lucid statements he made was this one: "Art is a true league of nations; it speaks a language that is known to everybody."

He advocated Art, especially music, as the best antidote for lawlessness and Bolshevism.

The Art of the screen is a true example of that language understandable by everybody; when the saloon, which was the only club the poor man knew, was wiped out, with its gay lights, its camaraderie spirit, the screen stepped in to furnish a more wholesale and educative as well as entertainment want.

Mr. Kahn is an international banker and a patron of the arts, he is the president of the Metropolitan Opera Company and his congratulatory remarks anent Toronto "carrying aloft the banner of Art and Culture" is a great compliment to Toronto. Sir William Wiseman, one of the directors of the Famous Players Lasky and the Famous Players Canadian Corporation, was a member of Mr. Kahn's party.

Ottawa Well Represented at Exhibitors' Rally

Ottawa delegates to the exhibitors' convention included J. M. Franklin, P. J. Nolan and Ambrose Nolan of the Rex Theatre, and Harry O'Regan, manager of the Francaise Theatre, Ottawa.

"Nell Gwyn" for Paramount Week at Regent, Ottawa

Although there were tremendous crowds at the Regent Theatre, Ottawa, during the week of August 30 for the presentation of "The Son of the Sheik," last Valentino feature, Manager Ray Tubman decided not to hold over the picture for a second week because he wanted "Nell Gwyn" as the attraction for Paramount Week, starting September 4.

Regent Has "Mare Nostrum"

"MARE NOSTRUM," Rex Ingram's latest spectacular production for Metro-Goldwyn-Mayer, starts on an extended run at the Regent theatre, Toronto, next week.

FIRST NATIONAL WEEK BUILDING UP IMMENSE

A recent conversation with C. J. Appel, publicity manager of First National, confirmed various rumors which have been circulating in connection with October 3rd, the First National week, which will make history for First National in returns, it is said.

"This is perhaps the most prosperous year for First National which our company has enjoyed in Canada," said Mr. Appel. "The bookings on First National pictures surely prove that First National continues to lead."

PANTAGES AND CAPITOL HAMILTON PAY DIVIDENDS

The Hamilton United Theatres, Limited, operating the Pantages and Capitol Theatres, has given notice that a dividend of 3½% on the preference shares of the Company has been declared, payable on the 30th day of September, 1926, to shareholders of record on the 15th day of September, by order of N. L. Nathanson.

Weekly Programme Changes for Keith's Theatre, Ottawa

B. F. Keith's Theatre, Ottawa, Ontario, returned to the policy of weekly changes in programme for the fall and winter season starting September 6, when the "Anniversary Week" of the theatre was staged under the direction of Manager J. M. Franklin. Full advertising pages were used in the local daily newspapers to announce the change from the semi-weekly change policy and also to boost Anniversary Week.

Manager Franklin has also adopted the plan of two shows daily, afternoon and night, except on Saturdays and legal holidays, when continuous performances are to be given.

The theatre, incidentally, has just been recarpeted and other improvements have been made.

Frank Miley Visitor

Manager Frank Miley of the Daylight Theatre, Saskatoon, Saskatchewan, paid Toronto a visit this week.

Mr. Miley has a real theatre and gives his patrons "Toronto presentations" at 50c top, two shows daily. The house is part of the Famous Players Western chain of theatres, Mr. Miley having an even break interest with this company. He reports that the arrangement is working out most satisfactorily, and that business is good.

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First National Secures Great Advertising Aid For "It Must Be Love"

"It Must Be Love" Tied Up with Kellogg Company of Canada

WHAT promises to be the most effective co-operative tie-up in the history of motion pictures has beeen created by First National Pictures, Inc., and the Kellogg Company of Canada for Colleen Moore's latest production "It Must Be Love."

The Kellogg Company, with its tremendous resources and expenditures of almost two million dollars per year for advertising purposes, will work closely with each exhibitor playing the picture. First National exchanges throughout Canada will supply the Kellogg Company with dates of each booking, and a representative of the Kellogg Company will call on the exhibitor and discuss with him the most effective means of putting the campaign over. These field men will secure window displays with grocers and vendors of cereal products, and also visit thousands of housewives during the run of the picture. In other words, the exhibitor will have a high-powered publicity man working for him at no cost to him whatsoever.

In addition to the field work, the Kellogg Company will take space in certain daily newspapers during the run of the picture.

Grocery store displays will consist of posters carrying an enlarged photograph of Miss Moore, together with the title "It Must Be Love." Strips can be pasted at the bottom announcing the dates the picture is playing. The exhibitor can help make the display more effective by supplying the Kellogg representative with stills from the production. The stills can be secured from each First National exchange.

Window displays will all be secured and designed by the Kellogg representative, and these, backed up by the house to house propoganda and newspaper publicity, make it the greatest advertising aid any picture has ever been given in this industry, and consequently it would seem that "It Must Be Love" will prove one of the greatest box office attractions ever released.

Macey Sign Co. Lighting Up Toronto Streets Like Broadway

Bright Illuminations Stimulate Business for Theatre and Merchants

THEATRE owners and the general public have no doubt noticed the increasing illumination and light on the Toronto streets.

The present-day theatre front is a mass of light, and considerable of this credit is due The Macey Sign Co., Limited, for the part they have taken in designing and erecting electric signs and theatre marquise.

It is not so many years ago that carbon lamps were used in a sign and outside illumination. The Tungsten lamp followed the carbon lamp with 50 per cent. brighter illumination, and about 75 per cent. less current consumption. It was not long before the Tungsten lamp became dull as compared with the lamps used to-day in theatre signs in Toronto and all over the world. This new type of lamp is the blue bulb, so-called daylight lamp, giving a perfectly bright, white light at night.

The two inner pages of this issue show two of the latest installations by The Macey Sign Co., Limited, namely the Pantages Theatre front and the Gayety Theatre front, and one walking or driving can not pass these constructions without making some comment on their brilliancy.

The Macey Sign Co., Limited, broke into the electric sign manufacturing fifteen years ago in Toronto, and since that time have steadily built the business, and are at present distributing signs from coast to coast, and their signs are on display in every city or town that has electric current for sign purposes.

In looking over the electric installations in Toronto for the past few years, it is interesting to know that the Macey Sign Co., Limited, has erected almost all of the displays worth while mentioning, and we are safe in saying that the white ways of Toronto are due to the energy of this company.

Ray Lewis Whispers Into Jack Arthurs' Kindly Ear

To Start New Name Contest for Uptown Theatre

THE Uptown Theatre, now on the Famous Players Canadian Corporation list of theatres was formerly Loew's Uptown house, so named to distinguish it from the Downtown Theatre, near Yonge and Queen Sts. of Loew's.

Since the Uptown first opened the city has moved toward Bloor St.; and now the Uptown theatre is in the heart of one of the busiest centres in Toronto, and on the doorstep of a residential section which is considered one of the exclusive centres of Toronto.

To these patrons this centre is no longer Uptown. Famous has also three other theatres, further up Yonge St., which is now Toronto's Uptown section.

Now the argument I had with Jack Arthur emphasized that the name Uptown meant nothing as a theatre name, not enough distinction, class as we say, nor was it uptown any more to its patronage. Since it was no longer a Loew's theatre and was not in need of being distinguished from the other Loew house, the name Uptown had no significance in this connection either.

Then there is the exploitation angle of renaming this theatre. Everyone will try to find a name, since there is already a keen interest in this theatre established. It gives the house a good send-off and a year's pass would be an excellent first prize, or could be used as one of the prizes. I suggest the name Embassy. Queen Mary if one wishes dignity and a royal coat of arms, The Oxford for the British angle, Ambassador also occurs to me as does The Liberty, and The Empress. The Empire is also short enough to be attractive. If I think of any more names I will let you know Jack in this column, and I don't want a prize either. Oh, by the way, how about the Drury, and Victoria? All these names are slightly inclined to be British, but its a British theatre run for Britishers, which makes a British title good form, as we say.

Application for probate of the will of the late Sir James Lougheed, member of the Canadian Senate, Ottawa, and well-known for years as a theatre proprietor in Canada, shows that he was a millionaire, his estate amounting to $1,521,109.62. One of his principal holdings was the Grand Theatre, in Calgary, Alberta. Sir James died in Ottawa last spring.

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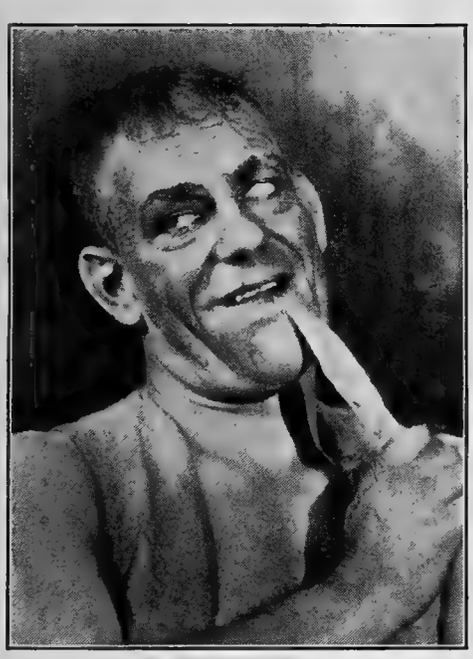

Lon Chaney, left, in "The Road to Mandalay," a Metro-Goldwyn-Mayer success.

To the right we have Billie Dove and Francis X. Bushman, in Univeral's "The Marriage Clause."

Julian Eltinge. the Madcap Madame in P. D. C's sparkling Comedy, "Madame Behave."

Dorothy Mackaill and Charles Murray do a little improvising between scenes of "Subway Sadie," which Al Santell directed for Al Rockett's First National unit with Dorothy in the title role.

"Buck Jones" in the Fox Western feature, "The Flying Horseman."

Betty Compson is Oh! so modest in "The Belle of Broadway," Columbia Pictures' smashing success.

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6

Super

Features

1926-27

Fred Thomson

and his marvelous horse

SILVER KING

Distributed Only

through

Film Booking Offices of Canada Limited

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CANADIAN MOVING PICTURE DIGEST

Vol. 18, No. 20. TORONTO 2, CANADA September 18th, 1926

LEADING AGAIN—
try and stop M-G-M!

BUSTER KEATON *in* BATTLING BUTLER
Breaking Records—North, East, South, West!

REX INGRAM'S MARE NOSTRUM
$2 hit a sensation at popular prices!

THE WALTZ DREAM
the box-office surprise hit!

LA BOHÉME
Gish-Gilbert-Vidor—$2 Road Show making history!

AND MORE COMING!

YOUNG BLOOD

THERE'S no argument about it.
METRO-Goldwyn-Mayer is success.
YOUNG Blood is once more showing
THE Industry that new ideas, pep,
NEW faces and new daring are
WHAT the public and exhibitors want.
THE new season has just begun, yet
M-G-M's Parade of Hits leads again.
YOU'LL be glad you joined Young Blood!

METRO-GOLDWYN-MAYER

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2

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HE ASKED HIS WIFE!

—*an exhibitor's story that will interest you and your family*

A prominent showman of the Middle West
SAYS:
"THE greatest salesman for Metro-Goldwyn-Mayer product
AS far as my theatres are concerned
IS my own wife!"
THAT sounds logical.
AND it's doubtlessly true of the wives of hundreds of showmen who have decided on Metro-Goldwyn-Mayer's Parade of Hits for the new season.
THE women know!
ASK your wife tonight who are the stars the public wants today.
SHE'LL tell you it's handsome John Gilbert, beautiful Norma Shearer . . .
THE women know Lillian Gish is money at the box-office . . .
ASK your wife if anyone wears clothes like Mae Murray
OR is a greater comedienne than Marion Davies
. . . Ramon Novarro, Lon Chaney, Buster Keaton . . . the women know!
METRO-Goldwyn-Mayer certainly has the stars!
AND *you* know that week in and week out it's the stars that count.
THE wife of that showman in the Middle West
CAN truly feel that she's part of her husband's success.
SHE reads everywhere about M-G-M's great road-show hits and M-G-M's daily achievements . . .
SHE wants her husband aligned with Young Blood in pictures,
THE company that because of its daring and boldness has grown to be the Biggest of them all.
DON'T be afraid to ask your wife's opinion about pictures.
SHE knows more than she's generally given credit for . . .
ASK her tonight.
SHE'LL tell you

METRO-GOLDWYN-MAYER

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For 52 SOLID WEEKS

You Can Give the Red Ink a Rest. What a year

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Nell Gwyn

With Hits like THESE!

Variety

You Never Know Women

Tin Gods

Padlocked

Mantrap

Lady of The Harem

Kid Boots

Diplomacy

Fascinating Youth

The Cat's Pajamas

The Great Gatsby

The Ace of Cads

Hold That Lion

Fine Manners

Aloma of the South Seas

The Campus Flirt

The Quarterback

You'd Be Surprised

Forlorn River

The Show-Off

So's Your Old Man

15th BIRTHDAY GROUP

Paramount Pictures

Are the Talk of the Motion Picture World

Famous-Lasky Film Service, Limited

St. John - Montreal - Toronto - Winnipeg - Calgary - Vancouver

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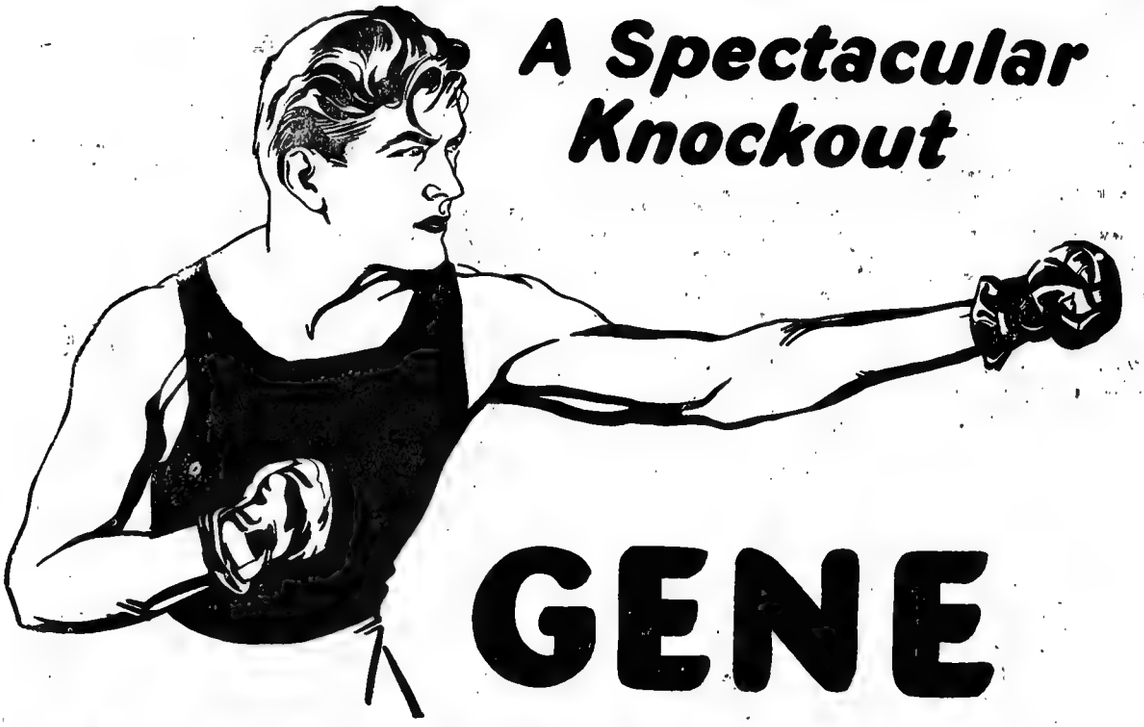
A Smashing Ten-Episode Serial
At the Psychological Moment



A Spectacular Knockout

GENE TUNNEY
in
"The Fighting Marine"
with
WALTER MILLER
and MARJORIE GAY

Pathéserial

Everywhere the Dempsey-Tunney Fight is the Big Topic of Conversation. You can Capitalize on it.

REGAL FILMS LIMITED Sole Distributors for Dominion of Canada

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Tel. 8465 Palace Hill

VICTORIA THEATRE

Quebec, 29th August, 1926.

Mr. Maurice M. Davis,
Manager,
Regal Films Limited,
Montreal, Que.

Dear Mr. Davis:—

We have made a big blunder and we admit it. We should have charged 50c. admission for "The Volga Boatman," but we were wrongly afraid of "Ben Hur."

We are more than pleased with the picture and we played to more than the capacity every night although "Ben Hur" did big, and the comments were all good. Considering that we have spent less money for advertising the picture than if we had charged 50cts. and considering that we are a bit to blame if the receipts were not higher than they were, we are sending you a cheque for $75.00 extra as an appreciation of the quality of "The Volga Boatman." We wish we had many like it.

We would like to look at "La Boheme" to see if we are justified to change our prices.

Yours very truly,
A. MIRSAU,
For the Victoria heatre.

He Voluntarily Paid More Than Contract Price Because Picture Was Good and Business Done Was Wonderful

"The Volga Boatman"

CECIL B. DEMILLE'S PRODUCTION

with
WILLIAM BOYD
ELINOR FAIR
VICTOR VARCONI
JULIA FAYE and
THEODORE KOSLOFF

A Producers Distributing Corp. Release that is Scoring a Triumph

Cecil B. DeMille's Masterpiece that is the Talk of Two Continents

---

Book It for an Extended Run at Advanced Prices

Regal Films Limited

Toronto - Montreal - St. John - Winnipeg - Calgary - Vancouver

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Canadian Moving Picture DIGEST

Published by Canadian Moving Picture Digest Company, Limited
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RAY LEWIS
Editor and Managing Director
GEORGE C. WILLIAMS
President

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Established in 1915 for Exhibitors
Subscription: $5.00 yearly
Telephone: Trinity 1481

Vol. 18, No. 20 | TORONTO, CANADA | Sept. 18th, 1926

Ray Presents

FOLLOWING closely upon the Famous, J. D. Williams British compact, we have the Joseph Kennedy F. B. O., Ideal, British deal, whereby all the F. B. O. pictures will be released throughout the United Kingdom, which rather secures for British exhibitors a guarantee that they can buy pictures from one of their own exchanges, and that the entire British Picture Industry is not going to pass into the hands of America, which has been greatly feared.

The F. B. O. Ideal arrangement is also a good one. Each man knows his own people and is best able to do business with them. Britishers selling American pictures to British exhibitors and on to the British public is quite likely to net America's picture Industry a greater profit.

* * *

IT GIVES BRITISHERS a chance for a "look in" at any rate; and keeps the Industry in both countries competitive, which is the best tonic the Industry can have.

* * *

Having it all looks good on the surface, but if one is a close observer one will discover that when the competitive stimulus is dead, there is a sag; and that is why Industries, or commodities, which are pretty well controlled, start a little competition within their own Interests in order to make their allied units individually function more profitably.

* * *

THIS is a week of big pictures, "Ben Hur," the daddy of them all opened at the Princess, Toronto, and has made Ramon Novarro famous in pictures as well as having established for Metro-Goldwyn-Mayer a position among "the immortals" of screen literature.

(Continued on Page 12)

The British-Famous Treaty

THE ANNOUNCEMENT by Famous of three more British releases from British National Pictures is a step in the right direction.

Aside from its political aspect bordering upon a British-Famous treaty, it shows these facts, that one of America's leading producing units, has enough confidence, following the distribution of the first big British picture success in America, "Nell Gwyn," to arrange for the distribution of three other pictures which this company has not yet seen, and which have not yet been produced.

Confidence is only induced by a faith that the party of the second part, the producer, will make good. This is certainly an advance for British pictures, which wins for the first time a confidence in its British Picture Trademark.

The second fact under consideration is the precedent which Famous sets for British distribution in America. The door has been opened publicly and, as is the custom of our Industry, "what is good enough for one of us, appears good enough for all of us." Other companies will follow.

Despite the significance of this British-Famous arrangement from its palliative aspect, I am of the opinion, pressure or no pressure, that it would have been impossible to have made the deal if "Nell Gwyn" had not been such a bounding success.

Look over the map of the world, and study the treaty situations. No country has allied to itself another country just for the sake of "keeping peace." All alliances are arranged for an advantage; and those involved endeavor that the greatest advantage shall be theirs, or evenly divided at least.

A "weakling" is a detriment, and any country of sense endeavors to separate itself as quickly as is judicious from such an incubus.

The adventure of Famous into foreign fields for product has been most fruitful and this company has not the disposition, as we well know, to be the Industry's Goat.

You can depend upon it that the British-Famous treaty is going to give Famous an added strength; and I only hope that the gaining of markets through the only permanent institution, "making good," will inspire British producers with the reasonableness of such competition.

Ray Lewis

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Another Smashing Hit For SILLS!

Produced by RAY ROCKETT

with NOAH BEERY CHARLIE MURRAY

Ned Miller, hard-shelled critic of box-office value, said when he had seen it screened— "Wrap it up, I'll play it in Pantages, Toronto, week of September 11th, and in Pantages, Hamilton, week of September 18th."

First National Holds the Confidence of Exhibitors--Last Year--This Year--Next Year

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A Newspaper Reviewer and Filmdom's Most Severe Critic Agree - - -

"If you want to revel in an hour and fifteen minutes of priceless merriment don't miss "The Strong Man." The story is a gem and the "gags" knockouts..... the funniest celluloider we've seen this season with Harry Langdon at his amusing best."

NEW YORK DAILY MIRROR
Sept. 7, 1926

"Very comical, the comedy being caused by the situations as well as by Mr. Langdon's acting.....altogether different from what has been seen in the past.....It has been cleverly done. Good for any theatre. In small towns it should make an excellent Saturday bill."

HARRISON'S REPORTS
Sept. 11, 1926

HARRY LANGDON

the Hercules of Hilarity in seven
reels of side-splitting humor

"THE STRONG MAN"

FIRST NATIONAL PICTURES

Another reason why* FIRST NATIONAL *leads the field

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NOW

YOU CAN BOOK

No Universal salesman or manager has been PERMITTED to accept a "Collegians" contract up till now—because we knew that until PREVIEWS PROVED THE GOODS no exhibitor or salesman could realize the extent to which Universal has gone in money and brains to make this the OUTSTANDING SHORT SUBJECT SURPRISE OF THE PAST TEN YEARS! If the Universal salesman hasn't got around to you yet don't take a chance on waiting—write or wire your nearest exchange TO-DAY! THE STAMPEDE IS ON!

Carl Laemmle Jr's

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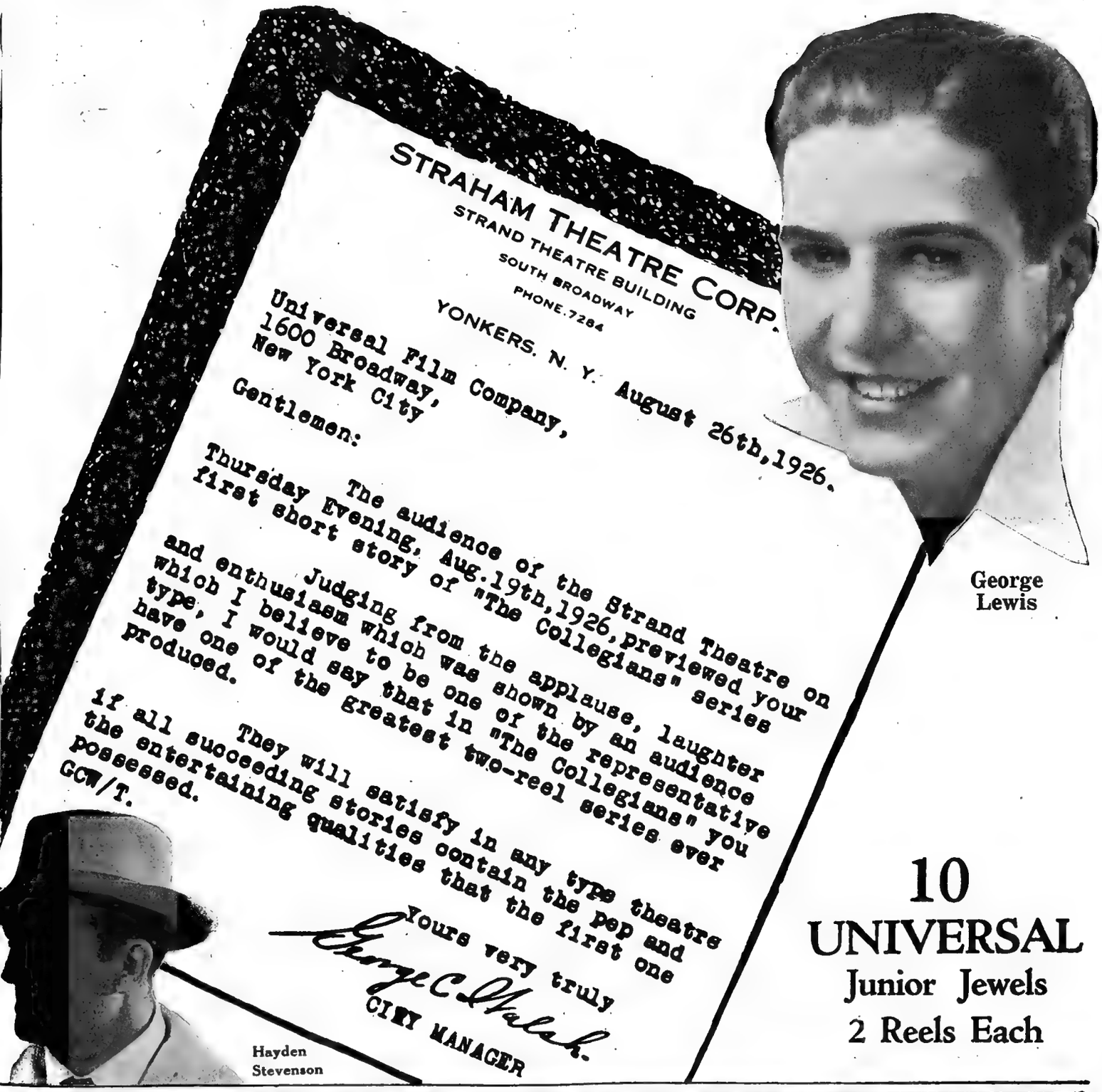

STRAHAM THEATRE CORP.
STRAND THEATRE BUILDING
SOUTH BROADWAY
PHONE 7284
YONKERS, N. Y. August 26th, 1926.

Universal Film Company,
1600 Broadway,
New York City

Gentlemen:

The audience of the Strand Theatre on Thursday Evening, Aug. 19th, 1926, previewed your first short story of "The Collegians" series and enthusiasm which was shown by an audience which I believe to be one of the representative type, I would say that in "The Collegians" you have one of the greatest two-reel series ever produced.

Judging from the applause, laughter

They will satisfy in any type theatre if all succeeding stories contain the pep and the entertaining qualities that the first one possessed.

GCW/T.

Yours very truly
George C. Malak.
CITY MANAGER

George Lewis

Hayden Stevenson

10
UNIVERSAL
Junior Jewels
2 Reels Each

ians

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Ray Presents

(Continued from Page 7)

THE first American lesson, sponsored by Will Hays, whereby Motion Pictures directly are brought into Americanization action, is a recognition by the American government of the power of the screen. Immigrants will get their American initiation on trans-Atlantic steamers.

Patriotic and historical pictures will be presented.

* * *

The Ontario Bureau of Motion Pictures, which is so successfully producing pictures, at Trenton, Ont., revealing the beauties of this magnificent province and its Trade and Commerce, its agricultural and industrial advantages, might make a similar arrangement, even securing exclusive showing on British steamers.

* * *

The Bureau over which Raymond Peck officiates at Ottawa and which has so successfully launched the "Seeing Canada" series, might follow the Will Hays' inspiration to Canada's advantage.

It is no crime to follow a leader, nor to borrow a good idea which is not copyrighted, and although we Britishers have an inate desire to be the first, let's not "pass up" a good idea even if it is born on American soil.

* * *

I AM in receipt of a letter from Carl Laemmle, from Karlsbad, in which that dear little big man informs me that he is again in love with life and very much alive, having discovered in "The Valley of the Shadow of Death," how many prayers manifested themselves as guardian angels restoring him to life again. That is the secret of "making good on earth," when the world's people pray that you may remain one of them. Welcome Home, Herr Carl.

* * *

"Mare Nostrum," the Rex Ingram-Ibanez war picture is holding forth at the Regent, Toronto, and giving the followers and admirers of the lovely Alice Terry another opportunity to further admire their favorite.

* * *

"The Uptown" introduces Constance Talmadge in First National's corking success, "The Duchess of Buffalo," and when we say that "Connie" gets her real chance here, you know what that means to you.

The ever-smiling TOM MIX, Fox's big star.

Simpson's Fashion Show is just the right added attraction, but despite the glamour and lure of Milady's clothes which men will only understand if ever they get the chance to re-incarnate as women, despite this feminine god, "The Duchess of Buffalo" is the show and is what one leaves "The Uptown" talking about.

* * *

LOEW'S is capitalizing on the Valentino wave and has revived "The Conquering Power" with this late star "making good" pronouncedly before "The Sheik" whirlwind. Poor Valentino, one cannot help continuing to feel sorry, even if "The Kingdom of Heaven" is the promise, for those who earn this reward, before passing into "The Great Beyond."

* * *

I once painted a glowing picture for a little boy of two who happened to have heard someone mention "Death."

With a child's inquisitive quest for knowledge he wanted further information.

I talked about beautiful angels, and harps, and streets paved with clouds of gold, and then having defeated Death, as I thought, I said to the child, "Now, wouldn't you like to be just such an angel?" Whereupon, the child replied, "No, I would rather be peoples."

* * *

This quite convinced me that I had better leave Heaven to the Preachers, and stick to Moving Pictures wherein there are "peoples,"—poor Valentino.

Toronto Theatres

PRINCESS — "Ben Hur," Ramon Novarro — Metro-Goldwyn-Mayer.

REGENT — "Mare Nostrum," Alice Terry, Antonio Moreno — Metro-Goldwyn-Mayer.

LOEW'S — "The Conquering Power," Rudolph Valentino — Metro-Goldwyn-Mayer.

PANTAGES — "Paradise," Milton Sills — First National.

UPTOWN — "The Duchess of Buffalo," Constance Talmadge —First National.

Neighborhood Theatres

PALACE — "The New Klondike," Tom Meighan — Paramount; "The Volga Boatman," Elinor Faire and Willian Boyd — P.D.C.

ST. CLAIR — "The Old Army Game," W. C. Fields—Paramount; "Fascinating Youth," All Star Cast —Paramount.

YORK — "Sea Horses," Jack Holt —Paramount. "The Volga Boatman," William Boyd, Elinor Faire —P.D.C.

COLLEGE — "The Palm Beach Girl," Bebe Daniels — Paramount; "The Road to Mandalay," Lon Chaney—Metro-Goldwyn-Mayer.

BEACH — "Miss Brewster's Millions," Bebe Daniels — Paramount; "The Plastic Age," Clara Bow — Vital.

CAPITOL — "Desert Gold," Jack Holt—Paramount; "The Great Deception," Aileen Pringle, Ben Lyon—First National.

ALHAMBRA — "Aloma of the South Seas," Gilda Gray — Paramount; "The Road to Mandalay," Lon Chaney — Metro-Goldwyn-Mayer.

PARKDALE — "Fine Manners," Gloria Swanson, Paramount; "The Volga Boatman," William Boyd, Elinor Faire—P.D.C.

OAKWOOD — "Wet Paint," Raymond Griffith—Paramount; "Into Her Kingdom," Corrine Griffith—First National.

BEAVER—"Fine Manners," Gloria Swanson—Paramount; "The New Klondike," Thomas Meighan—Paramount.

DANFORTH — "Dancing Mothers," Conway Tearle and Alice Joyce—Paramount; "Traffic in Hearts," Mildred Harris and Robert Fraser.

CHRISTIE — "Ranson's Folly," Richard Barthelmess — First National; "His Jazz Bride," Matt Moore and Marie Prevost.

BLOOR — "La Boheme," John Gilbert, Lillian Gish — Metro-Goldwyn-Mayer.

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Camera Staff Associated Screen News Active from Coast to Coast

Canadian Rockies to Eastern Tip of Newfoundland Covered

The camera staff of the Associated Screen News of Montreal is scattered from the Canadian Rockies to the eastern tip of Newfoundland on assignments for the completion of the summer producing schedule.

Eight men are in the field with a range of activities from production on a dramatic release to scenic, industrial and news photography.

Harry Pollard, Calgary camera representative of the A. S. N. is exploring locations for Famous Players production of "The Canadian" with Thomas Meighan and his production staff, in western Alberta and the wheat country. They are seeking grain fields with mountain backgrounds, as required by the script.

John Alexander is making motion pictures in the mountain region of Jasper National Park. J. Boot Scott is flying for aero films in the Banff and Lake Louise district. Harvey R. Bassett has just completed a six week photographic survey of Nova Scotia. Frank O'Byrne, Toronto staff representative is in the Gatineau territory making pictures with Ozark Ripley, famous fisherman and lecturer. James Campbell is returning from an assignment to Murray Bay to picture the Hon. William H. Taft, former President of the United States, at his summer home. E. W. Blackman is in the Laurentians making scenic material. Terry Ramsaye, editor for the A. S. N. and Roy Tash, cameraman, have sailed for St. John's, Newfoundland, to make sporting pictures to be distributed by the government of Newfoundland and allied interests.

Important improvements in the plant and technical equipment of the Associated Screen News, Ltd., are soon to be announced by B. E. Norrish, the managing director, who organized the concern in 1921. He states that there is a marked annual increase in Canadian film production now reaching important proportions.

SITUATION WANTED

Lady Pianist — Experienced Pictures and Vaudeville. Prefer Orchestra. A. F. of M.

Pianist — Canadian Moving Picture Digest, 259 Spadina Avenue, Toronto.

THEATRE WANTED

Theatre wanted in town of about 5,000, rental proposition, may buy later. No opposition. Apply

FRANK HEINONEN

9 Windsor Ave., Beach, Toronto.

Orville Johnston Orchestra for Regent, Ottawa

A reorganization of the presentations at the Regent Theatre, Ottawa, Ontario, has been effected by Ray Tubman, who took over the management of the theatre last June. He has dispensed with the regular house orchestra for feature accompaniment, having adopted the plan of using the organ only during the screening of the film feature. He has engaged the Orville Johnston Orchestra, a well-known local band of 12 pieces, permanently to offer special music including the overture while light pieces will be played for the comedy and news weekly. The Orville Johnston Orchestra enjoys considerable reputation locally, having filled a long engagement at the Kit Kat Club of London, England, last winter.

The new arrangement became effective with the presentation of "Mare Nostrum" at the Regent, starting September 11. New equipment at the Regent includes two new Simplex projectors with Peerless Arc Reflectors.

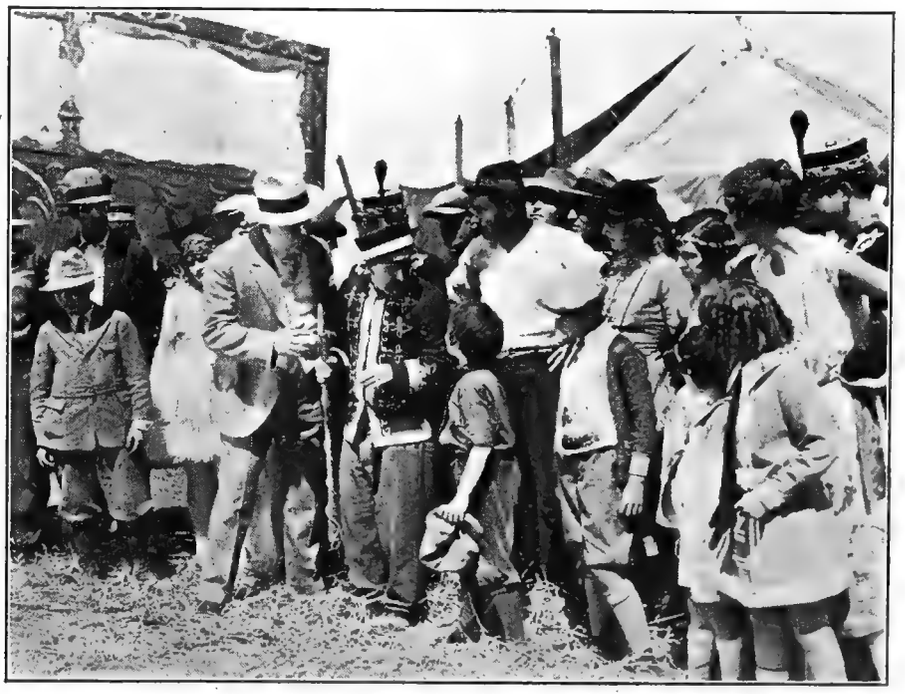
Ray Peck Attending Meeting M. P. Engineers

Ray Peck, director of the Canadian Government Motion Picture Studio, Ottawa, is attending the annual Fall meeting of the Society of Motion Picture Engineers at Briarcliff Lodge, New York. Mr. Peck has been an officer of the society for several terms. The meeting will be held from October 4 to 7.

A. M. P. A. Elects Officers For Coming Year

Walter Eberhardt (F.N.) was selected for the presidency of the A. M. P. A. at the election held at the Hofbrau House, Thursday, September 9. S. Charles Einfeld (F.N.) is vice-president; Mel Shauer (Famous), treasurer, and Ed Finney (A.E.), secretary. The vice-presidency was the only office contested. Lon Young was the other candidate.

On the board of directors are: Fred Baer (Excellent), Charles Barrell (Western Electric), A. L. Selig (Tiffany), and Julian M. Solomon. On the auditing committee are Henry Bate (Univ.), George Harvey (P.D. C.), Jacques Kopstein (Rock Prod.), Jerom Beatty is national counsellor to the U. S. Chamber of Commerce, Glendon Allvine (Famous) is on the advisory council, with A. M. Botsford (Publix) trustee for a three-year term.



An interesting scene from "The Great Love" — Metro-Goldwyn-Mayer production, directed by Marshall Neilan — Viola Dana and Robert Agnew featured.

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F.B.O. for United Kingdom
Jos. P. Kennedy Puts Over Deal

Ideal Films Ltd., of England—Fifteen Branches to Distribute F.B O.

THE BIGGEST individual motion picture deal ever entered into outside of the United States has just been announced by Joseph P. Kennedy, president of Film Booking Offices of America.

In a cablegram from London to his associates in New York Mr. Kennedy sent word that he had concluded negotiations whereby all the pictures made by his company will be distributed throughout the United Kingdom by Ideal Films, Ltd., of England, which is one of the oldest and most important distribution agencies in Great Britain.

Ideal Films, Ltd., has fifteen branches in England, Ireland, Scotland and Wales, and furnishes pictures to all the leading theatres in the United Kingdom. Film Booking Offices thus has a direct and permanent outlet for its product in this widespread field—something which no other American film producing company possesses. This is an asset of immense value, and the bringing about of the alliance is regarded by the American motion picture world as an accomplishment of the highest importance.

Efforts to effect such unions have been made in the past, but were never before successful. It remained for Mr. Kennedy, a newcomer into the motion picture field, to put over the big coup.

There is much more to Mr. Kennedy's deal than a mere commercial transaction. It is a genuine progressive step toward the establishment of more friendly relations between the motion picture industry in America and that in Great Britain. Britons have felt that the American film producers and distributors were trying to monopolize the picture business of the whole world. This feeling was intensified by the fact that the picture makers of the United States invariably established their own distribution branches in the United Kingdom. The whole matter of motion picture films has been discussed repeatedly in Parliament, and drastic measures against American-made product have been suggested at times.

The alliance of Film Booking Offices and Ideal Films, Ltd., is the first definite union of an American producing corporation with a strictly British distributing organization — a real "hands across the sea" partnership. News that the deal has been completed was received with great acclaim by all branches of the motion picture industry in Great Britain. Producers, distributors and exhibitors alike declared that it was one of the best moves that could be made to bring about harmony between Americans and Britons in the picture world.

Recent Visitors—St. John

M. A. Milligan, General Manager for Canada for the Famous-Lasky Film Service who arrived from Toronto and was in conference with P. J. Hogan, local manager.

Vincent J. McCabe, of Toronto, was in St. John also to confer with A. L. Gaudet, manager of the Film Booking Offices. Mr. Gaudet has moved his offices and is now well established at 27 Prince William Street in spacious offices. In the same building are the Associated First National and the Vital Films of Canada as well as the offices of the Advertising film service "Art Films" Maritimes Limited.

Associated Exhibitors' Second Big Convention

General Manager E. J. Smith Presides; 12 Exchanges Represented

The second of Associated Exhibitors' regional conventions was held at the Drake Hotel in Chicago under the supervision of General Manager E. J. Smith in charge of distribution. Twelve exchanges were represented at the meeting, which began September 11th and terminated September 14th.

Attending the conference were Gustave F. Myers, assistant General Sales Manager, Lew C. Thompson, Mid-western Division Manager, and the following branch managers: John M. Sitterly, Buffalo; Paul Bush, Chicago; Harry Danto, Cincinnati; T. G. Colby, Cleveland; Harry Frankle, Des Moines; J. W. MacFarland, Detroit; Edward J. MacIvor, Indianapolis; Arthur Levy, Kansas City; W. G. Sturgess, Omaha; Jack C. Osserman, St. Louis; F. M. DeLorenzo, Milwaukee; and Eph Rosen, Minneapolis.

The purpose of the convention was to acquaint the men with the new policies of the company and the program that has been mapped out for release during the season of 1926-27. General Manager Smith presided over the gathering and delivered the opening and closing addresses. The importance of co-operating with exhibitors and the necessity of considering their interests in the making of every deal was also stressed by Mr. Smith, in which connection he stated, "We are successful only insofar as the exhibitor is successful. His welfare must be our primary concern. Without him we fail, with him the sky's the limit."

NEW YORK THEATRES

MARK STRAND—"Subway Sadie" with Dorothy Mackail; directed by Alfred Santell—First National.

CAPITOL — "Mare Nostrum," with Alice Terry and Antonio Moreno; directed by Rex Ingram — Metro-Goldwyn-Mayer.

COLONY — "One Minute to Play," with "Red" Grange — F. B. O.

RIVOLI — "Diplomacy," Blanche Sweet and Matt Moore; directed by Marshall Neilan—Paramount.

HIPPODROME — "Poker Faces," with Laura La Plante; directed by Harry Pollard — Universal.

BROADWAY — "The Flaming Frontier," with Hoot Gibson — Universal.

ASTOR — "The Big Parade," with John Gilbert and Renee Adoree; directed by King Vidor — Metro-Goldwyn-Mayer.

CAMEO — "So This Is Paris," directed by Ernst Lubitsch—Warner.

CENTRAL — "The Scarlet Letter," with Lillian Gish; directed by Victor Seastrom — Metro-Goldwyn-Mayer.

CRITERION — "Beau Geste," with Ronald Colman, Noah Beery, Alice Joyce—Paramount.

EMBASSY — "Ben Hur," with Ramon Novarro and May McAvoy; directed by Fred Niblo — Metro-Goldwyn-Mayer.

BROOKLYN STRAND — "The Strong Man," with Harry Langdon — First National.

RIALTO — "Variety," with Emil Jannings, Lya de Putti; directed by E. A. Dupont—U.F.A., Paramount.

WARNERS — "Don Juan," with John Barrymore, — Warner; The Vitaphone.

LOEW'S LEXINGTON — "Battling Butler," with Buster Keaton —Metro-Goldwyn-Mayer; "Men of Steel," with Milton Sills — First National; "Hold That Lion," with Douglas MacLean — Paramount; "Fine Manners," with Gloria Swanson — Paramount.

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Montreal Gazette Reports 400 British Films Are Now Available for Quebec

British Producers to Open Exchanges in Quebec if America Boycotts

THE Montreal Gazette reports that Dr. Lemieux, the Agent-General for Quebec, has now had submitted a list of nearly a thousand moving pictures, of which four hundred are British and a considerable number Italian. Ten per cent. are said to be of super-film quality, of fine atmosphere, states the Gazette, and suitable to Canadian patrons. Agencies of British producers, it is further reported, are prepared to supply Quebec with all the film required should the American boycott be carried out.

Personally the writer does not think that there will be an American boycott, nor was there ever intended there should be one. Someone lost their patience on both sides and hasty words may have been said.

I do not know where the Gazette received its information about the 400 British films. Why haven't the British producers let us know in Ontario about them? Incidentally, if there are 400 British films ready for release in Canada, no greater tragedy could befall the British film industry. My experience and knowledge of what has been produced in England certainly does not come within 10% of that mark, and of that 10% I should feel very sorry for our British prestige if 40 British pictures would now be released and which are over a year old.

The recent British productions are taking their place; I am not referring to the Government War films, or those produced under Army or Navy auspices, but the feature pictures released are on a par with U.S. features. If Quebec is going to dig up some of England's early picture efforts, she is certainly "biting off her nose to spite her face," as the children say. No Britisher interested in the progress of a British film industry would like to see these early British pictures marketed.

As for the Italian field, most of the pictures I saw in London of Italian manufacture would never pass the Ontario censors. Some were very beautifully produced, but the complications were like the early gospel of the Mormons.

As for the French productions, they, too, were impossible from the censor angle; and because of an entirely foreign vision which made them entertaining to restricted territory only.

If Quebec is going to supply itself with German films, American pictures may find a very strong competition. Incidentally, Germany is the only country outside of the United States that might furnish Quebec with a hundred feature pictures of standard quality.

It would be a good joke on Ontario if Germany is the "dark horse" in this little Quebec drama. Ontario still believes that German pictures are German propaganda and to be feared, while on the other hand, The League of Nations meet at Geneva and give Germany a seat among its brethren, which looks as if it means nothing to those interested in keeping German pictures out of Ontario for patriotic reasons.

Ontario may find that Germany may form the kind of an alliance which England could have formed to her advantage had England been as wide awake to the German film industry as was the United States.

Germany may form a Franco-German Film Alliance in Quebec, distributing German films throughout Quebec and to those provinces which have not Ontario's vision. Financially the Province of Ontario would suffer a substantial loss, for German pictures in the U.S. are certainly establishing box office records in spite of the strongest U.S. competition.

However, I trust that Quebec will have no occasion to feel aggrieved at the U.S. film industry which has made many millions for Quebec, and played a very important part in the life of its people. (Editor).

Chaplin's "Dog's Life"

REGAL FILMS, LTD., announce the release in Canada of Charlie Chaplin's comedy, "A Dog's Life," which was originally made for First National under the famous million-dollar contract. This comedy is undoubtedly one of the best things Chaplin has done during his career, and "repeat" showings in any theatre should be as successful. Regal will have entirely new prints and a new line of advertising accessories.

HOUSE PETERS
in Universal's "The Ice-Flood."

Copyright on Foreign Music Might Cost Industry $1,000,000 in Ten Years

Proposes Music Tax Resolution

JACK ARTHUR, who presented the Music Tax resolution at the Exhibitors Rally, September 2nd, in Toronto, outlined the attempt by British and foreign publishers to collect a tax from all Canadian theatres, hotels, restaurants, dancing academies and exhibitions using British or foreign music. As a preventative against the levying of any foreign corporation, or its Canadian representatives, of any such tax, an amendment to the Copyright Act of 1921 is being promoted. The resolution embodying the protection of Motion Pictures Theatre Owners was unanimously carried. Mr. Arthur pointed out that English and French music copyrighted since 1921 should be removed from the Theatres Music Libraries, also American music copyrighted with "no public performances permitted." Get a written release from publisher before using music which prohibits public performance.

A Second Treasure Hunt Biggest Help

The Society Treasure Hunt, patterned after the subscription affair conducted in New York for the National Navy Club, is outlined in United Artist's press book to interest high class patrons in the showing of the Fairbanks' film.

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"The Hampshire Tragedy" Endorsed by Government

An Educational-British Release Presenting Kitchener.

Word has been received from England that "The Hampshire Tragedy," the Kitchener film released by the Embassy Film Co., Ltd., of London, England, and secured for release by Canadian Educational, is in no way connected with the expedition which brought back an empty coffin from Norway. The British government sanctioned the film which Educational has purchased for Canadian release. "The Hampshire Tragedy" is a tribute to the great Field Marshal Kitchener, and as a National film is credited with being a unique achievement.

Metro-Goldwyn-Mayer Have London Empire

Metro-Goldwyn-Mayer have acquired the Empire site, London, England, and will erect a theatre upon this location costing between three to four million dollars. The Empire will be demolished, the new theatre to be ready early in 1928.

H. M. Thomas Declares Famous Develop Talent

School of Music, Dancing, Dramatic Arts, Scholarships Include Four Years Free Tuition, Positions, Famous Theatres Announced.

H. M. Thomas, Western director of Famous Players, announces that Famous would open a school for the development of Canadian talent. Music, dancing, the dramatic arts would be taught. The school would open in Winnipeg and provide for a four years' free tuition scholarship to go to some lucky contestant in each of the Western towns. The luck consists of ability to perform.

Theatre contests will be conducted.

Mark Strand, Brooklyn Gets Newlywed Comedy

First Time Two-Reel Comedy Shown in Brooklyn Mark Strand in Almost a Year.

Arrangements were recently completed by the Brooklyn Mark Strand Theatre for showing "Snookum's Tooth," the first of "The Newlyweds and Their Baby" comedies being made by the Stern Brothers for Universal release.

This comedy had its world premiere in the Warner Theatre, New York City.

The presentation of "Snookum's Tooth" in the Brooklyn Mark Strand, was the first time a two-reel comedy has been shown there in almost a year.

Virginia Valli and Allen Simpson in Fox's intense drama, "The Family Upstairs."

Lionel Barrymore Scores In Presentation of "The Bells"

Los Angeles critics, who viewed "The Bells," with Lionel Barrymore, were unanimous in their praise of this Chadwick Pictures Corporation's First Division feature. The Hollywood Spectator, in commenting on the picture, said in part:

"In 'The Bells,' he (Lionel Barrymore) comes into his own. He is a superb actor and challenges brother John's right to be considered the greatest on the screen. Lionel strikes a sweeter human note than his brother ....'The Bells' is done splendidly. It raises James Young to one of the highest places among our directors... I. E. Chadwick deserves our thanks for 'The Bells.'"

Sneak Thief Walks Away With Camera Accessories

Fox News Cameraman Loses Refill Film Spools.

While George Valiquette, Fox News cameraman of Ottawa, Ontario, was taking scenes of the Ottawa Centenary celebration on August 19, somebody walked off with refill film spools, lens attachments and other accessoriesi which he had left in a leather case beside him while he was busily engaged in the shooting of a parade. The matter was reported to the police but the property, which was of no particular value to anybody else, was not recovered.

May Robson to Appear In "Pals in Paradise"

May Robson will make her screen debut in "Pals in Paradise," according to an announcement from the Metropolitan Studio, where preparations are under way to film this Peter B. Kyne story. The famous stage star will appear in a role of the type in which she has so long been a great footlight favorite.

Miss Robson was signed by De Mille recently and it was intimated that she would appear in her original role in "The Rejuvenation of Aunt Mary" when it was brought to the screen. This picture will not be filmed until a later date, however, and no definite information is forthcoming as to whether or not Miss Robson will play Aunt Mary in the silversheet version.

John Bowers and Marguerite De La Motte will also be featured in "Pals in Paradise," production on which work begins in the near future.

Warner New Appointments

B. L. Lyon, general manager of Warner Bros. for Canada, announces that J. Allen is Western sales representative out of the Winnipeg Office, while Wolfe Cohen is now the Winnipeg office manager, and Joe Lieberman has been appointed manager of the office at St. John.

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Vivacious VIOLA DANA in Universal's powerful drama, "The Ice-Flood."

"Padlocked" Feature Picture Imperial Theatre, St. John

The Imperial Theatre had as its attraction for Exhibition Week three days performances of Van Armen's Minstrels, the following week the great attraction will be Sousa's Band. "Padlocked" was the feature picture given the first of the week and with the fine programme, a special singer was provided.

Eden, Hull, Re-opens

A new front, lighting effects, projection equipment, decorations and an orchestra are among the new features of the Eden Theatre, Hull, Quebec, which was closed for the summer months for the changes. The theatre is under the management of Harry O'Regan, who is also the manager of the Francais Theatre, Ottawa.

"THE DEVIL HORSE" SCORES

"The Devil Horse," starring Rex, king of wild horses, which met with the unanimous praise of the New York critics following its showing at the Warner Theatre, is being heavily booked in first-run houses from coast to coast.

The Hal Roach feature with its thrilling story woven around the pioneer days in the Northwest, has been heralded as one of the outstanding productions of the season. "The Devil Horse" was listed by Mae Tinee of the Chicago Tribune as one of the six best photoplays she reviewed during the summer months.

Exploiting Nova Scotia With Motion Pictures

Pictures illustrative of the fishing and hunting possibilities of the Province of Nova Scotia are being taken by Messrs T. H. Curley, Advertising Counsel of the Furness-Withy Line and also representatives of the Newfoundland Government, M. Burlingame, O. B. Melkom, who was with Donald MacMillan on three of his Polar trips, and F. Farrington, a cameraman.

The information and pictures obtained after visiting points of interest in the Province, will be given in lectures in Boston, New York, Philadelphia, Washington, Chicago and other American cities. The party will make a trip to Newfoundland where they will confer with the St. John's Tourist Association and will place before the public the wonderful holiday attractions of both Nova Scotia and the ancient colony of Newfoundland. Mr. Curley is accompanied by his wife and little daughter.

PAULETTE DUVAL in "The Exquisite Sinner," a Metro-Goldwyn-Mayer feature directed by Joseph Von Sternberg

"Syncopating Sue" For Corinne Griffith

After several title changes made necessary by alterations in the story, Corinne Griffith's next picture for First National will definitely be known as "Syncopating Sue." The present and final title, it was felt, more exactly reflected the spirit of the picture than any of the others.

In "Syncopating Sue," the lovely star takes the part of a piano song plugger in a music shop. Eventually she becomes a great actress.

The picture has just been completed on the Coast under the direction of Richard Wallace. It is an original by Adelaide Heilbron. The supporting cast is Tom Moore, Rockcliffe Fellowes, Marjorie Rambeau, Lee Moran, Joyce Compton and Sunshine Hart.

Motiograph De Luxe Projectors

(Standard Arc, Reflector Arc and Mazda Models)

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PROJECTION

By GUY E. McALLAN

In building, or equipping a building, for a show in the small town the projectionist who is in charge of the work will usually attempt to make his own screen as the price of the average patent or manufactured projection surface is too high for a small show. In choosing a screen two types are usually to be picked from the plaster or kalsomine surface and a metallic or aluminum surface. Many small town exhibitors have made a serious mistake by having an aluminum screen prepared, because although such a screen has a very high power of reflection it also has a very small range or angle of view so that when the screen looks very bright in front it may appear quite dull to a person sitting at an angle or to the side. It may be said that in a hall or room which is fairly wide and in which seats will be placed some distance to the side or at an angle to the screen that in such cases the kalsomine surface is in every way the best. Remember, however, such a surface must be taken care of and should be recoated at least every twelve weeks. In a long narrow building where most of the seats are more or less in a direct line back of the screen then the metallic surface is very satisfactory, giving a very brilliant picture with moderate amperage or light.

Greatly acclaimed by exhibitors wherever it appears, 6 X B R, Warners Portable Radio Truck is making its way across the continent and will be in New York to appear at the opening of the National Radio Fair.

Front of the New York Hippodrome, America's largest playhouse and now the New York first-run house for Producers Distributing Corp. pictures. The marquee is shown decorated for the recent opening, the first picture to be shown being "Young April," featuring Joseph and Rudolph Schildkraut and Bessie Love.

"Nell Gwyn"

One of the best combination page tie-ups ever noted for a moving picture theatre was the special advertising contest page which appeared in the Ottawa Journal, Sept. 3, for the "Nell Gwyn" engagement, starting at the Regent Theatre, Ottawa, September 4. Twenty-five free tickets for the Regent and a prize of "Mission Orange" were offered for the competition, which consisted of the answering of 12 questions which were listed regarding the Regent Theatre and the advertisers on the page.

Such questions were listed as "What is the Regent Theatre famous for?" "What is Mission Orange?" "What make of cars do the Busy Bee Taxi use?" "What make of automobiles do Superior Motor Sales sell?" "Why is the Tighe Press the most popular job printer of Ottawa?" and others. This made it necessary for competitors to read every advertisement on the page carefully and the offer of free tickets proved to be a real impetus to readers.

Reading matter on the page consisted of a special boost for the "Nell Gwyn" feature; an announcement regarding the prizes; a box display giving the rules of the contest and the actual questions of the competition. The advertisers included a cafe, automobile company, soft drink company, plumbing firm, taxi service, job printer, the Mission Orange people and the Regent Theatre.

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F.B.O. has the winners for you

Tie up to F.B.O.

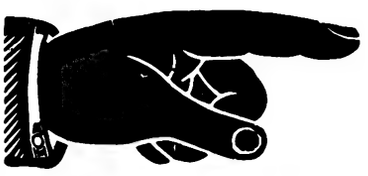
Read Every Word of This!

Film Booking Offices of America

"Since the first of the year the **F. B. O. product** has shown such a **remarkable improvement** that it makes it a **formidable competitor.** Even in their low-cost program pictures one finds human interest, action and suspense.

"These are some of the pictures that I have reviewed and praised this year: 'Flaming Waters' and 'Queen of Diamonds,' reviewed February 20; 'The King of the Turf,' 'The Traffic Cop' and 'The Blue Streak,' reviewed in the issue of March 6; 'The Impostor' and 'The Island of Retribution,' reviewed May 8; 'The Tough Guy,' reviewed May 22; 'The Broadway Gallant' and 'Hands Across the Border,' reviewed May 29; 'Bigger Than Barnum's,' reviewed June 26; 'The Dead Line,' July 3; 'Laddie' and 'The Two-Gun Man,' July 10; 'The Better Man,' July 17; 'Her Honor, the Governor,' July 24; 'The Cowboy Cop,' July 31; 'The College Boob,' August 14, and 'One Minute to Play,' with Red Grange, reviewed in the issue of August 21. **Such a line-up should give confidence to every exhibitor as to the quality of their 1926-27 product."**

—Harrison's Reports.



Can You Afford to be Without This Kind of Product?

If you want the real Box Office Winners this season you're bound to do business with F. B. O.

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4 WARNER BROS. HITS for BIGGER PROFITS NOW!

SO THIS IS PARIS — AN ERNST LUBITSCH PRODUCTION with MONTE BLUE, PATSY RUTH MILLER

THE HONEYMOON EXPRESS — with IRENE RICH, Helene Costello, Harold Goodwin, Virginia Lee Corbin. Directed by James Flood

BROKEN HEARTS OF HOLLYWOOD — with LOUISE DRESSER, PATSY RUTH MILLER, DOUGLAS FAIRBANKS, Jr. Directed by Lloyd Bacon

HERO OF THE BIG SNOWS — with RIN-TIN-TIN, Alice Calhoun, Don Alvarado, Leo Willis

WARNER BROS. PRODUCTIONS

PRODUCERS OF "26 WARNER WINNERS" FOR 1926-27

Fan Appeal!

That's why these pictures are so big!

Rin-Tin-Tin, the wonder-dog, in the marvellous setting of "The Hero of the Big Snows." A live, thrilling story in the Canadian Far North. "The Honeymoon Express" is a modern drama that keeps the crowd on edge. Irene Rich at her emotional best. A thrilling auto scene that's a knockout!

They're all waiting for "The Broken Hearts of Hollywood." Here's a chance to take a trip to Hollywood and get a look at life behind the screens. An intimate, absorbing drama.

And "So This Is Paris" is so good that the New York Daily News places it at the top of the movie list! A Lubitsch-directed film now in its 5th sensational week at the Cameo in New York. Monte Blue and Patsy Ruth Miller in their funniest moods!

Fan appeal is the answer.

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CANADIAN MOVING PICTURE DIGEST

Oc 2 '26

Vol. 18, No. 21. TORONTO 2, CANADA September 25th, 1926

Metro-Goldwyn

announces the triumphant return of

The FOUR HORSEMEN

TELL YOUR PUBLIC THIS GREAT NEWS!

PUBLISHED BY

CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

259 SPADINA AVENUE, TORONTO 2

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and when the pie was opened-

A DISH TO SET BEFORE A KING!

METRO-GOLDWYN-MAYER offers exhibitors its greatest product in 1926-27 with the Parade of Hits. Today's stars! Famous Road-Show $2 hits! New angles to draw in the big box-office money!

THE TOP OF THE INDUSTRY

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Note these Titles!

Old Ironsides	James Cruze's mighty road show epic.
WINGS	A gigantic production of the Air Service in the World War.
Beau Geste	Herbert Brenon's smashing melodrama with Ronald Colman, Noah Beery, Alice Joyce—all star cast.
Sorrows of Satan	D. W. Griffith's masterpiece with Adolphe Menjou, Ricardo Cortez, Carol Dempster, Lya de Putti.
The Rough Riders	Victor Fleming's cyclonic classic of courage.
The Wedding March	Eric von Stroheim's brilliant romance of Vienna.
Harold Lloyd's	new comedy special, as yet not definitely titled.

THE DOMINATING LONG RUN MONEY MAKERS OF 1926-7

15th BIRTHDAY GROUP

Paramount Pictures

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THE SUPER BR

NELL

As Realistic as it is Artistic--Actually Produced in England amid authentic backgrounds

Headed direct to Canada via London, Chicago and New York demonstrating its tremendous box-office strength enroute. $58,000 at the Oriental, Chicago, $26,000 at the Rivoli, New York during hottest week in the summer.

Hundreds of thousands will see her in this glowing British triumph

The most famous sweetheart in English history--yet as new and alluring as the most sophisticated siren of to-day.

A picture already acclaimed universally as one of the love master-pieces of all times.

One of the 15th BIRTHDAY GROUP

IS YOUR CITY ON

Paramount Pi

FAMOUS-LASKY FI

ST. JOHN - MONTREAL - TORONTO

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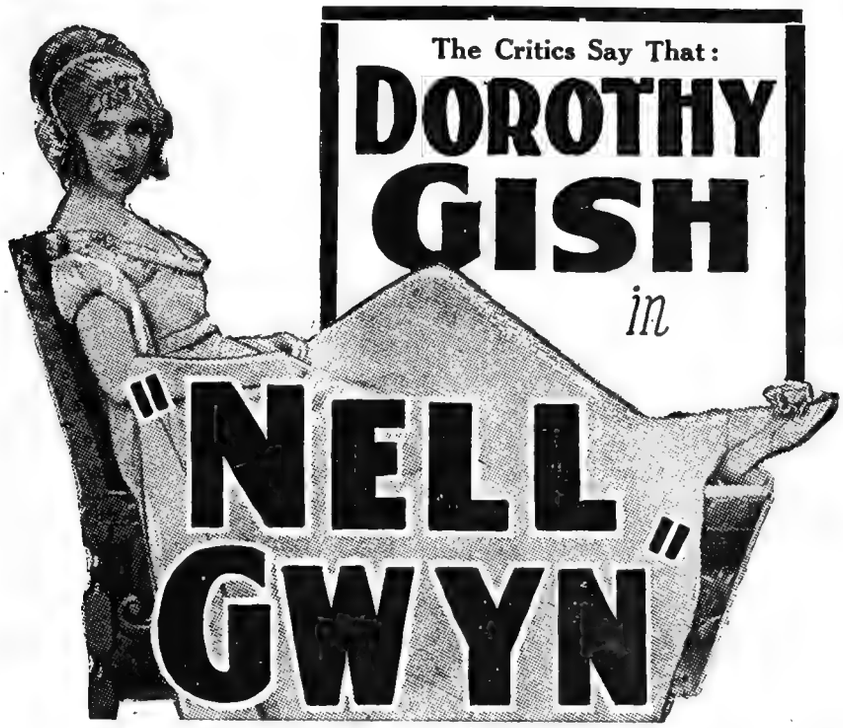

Is **PICKFORD, NEGRI, SWANSON and GISH** *All In One*

HE LIST FOR A THRILL?

res

SERVICE, LIMITED

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Harold Lloyd
in
"For Heaven's Sake"
Produced by
Harold Lloyd Corp.
Directed by Sam Taylor

A
JAMES CRUZE
production
"The Pony Express"
with
Wallace Beery
Ricardo Cortez
Betty Compson
Ernest Torrence

Thomas Meighan
in
"The New Klondike"
with
Lila Lee
a
Lewis Milestone
production

Adolphe Menjou
and
Florence Vidor
in
"The Grand Duchess and the Waiter"
Directed by
Mal St. Clair

An
Edward Sutherland
production
"Behind The Front"
with
Wallace Beery
Raymond Hatton
Mary Brian

PAST, PRESENT AND FUTURE

Paramount

OUTCLASSES THE FIELD IN

BIG PICTURES

Douglas Maclean
in
"That's My Baby"
Directed by
William Beaudine

A
Victor Fleming
production
"The Blind Goddess"
with
Jack Holt
Ernest Torrence
Esther Ralston
Louise Dresser

A
Herbert Brenon
production
"The Song and Dance Man"
with
Tom Moore
Bessie Love
Harrison Ford
Norman Trevor

RICHARD
DIX
in
"Say It Again"
Directed by
Gregory La Cava

FAMOUS-LASKY
FILM SERVICE LTD.

St. John Toronto Calgary
Montreal Winnipeg Vancouver

Clara Bow
Alice Joyce
Conway Tearle
in
"Dancing Mothers"
Directed by
Herbert Brenon

A
Clarence Badger
production
"The Rainmaker"
with
Ernest Torrence
William Collier, Jr.
Georgia Hale

ZANE GREY'S
"Born to the West"
with
Jack Holt
Margaret Morris
Raymond Hatton
Directed by
John Waters

ZANE GREY'S
"The Vanishing American"
with
Richard Dix
Lois Wilson
Noah Beery
Directed by
Geo. B. Seitz

Bebe Daniels
in
"The Palm Beach Girl"
with
Lawrence Grey
Directed by
Erle Kenton

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WITH
SEENA OWEN & ARNOLD GRAY
ADAPTED BY FINIS FOX AND WILL M. RITCHEY FROM THE STORY BY MONTE KATTERJOHN
DIRECTED BY GEORGE MELFORD
PRODUCED BY METROPOLITAN PICTURES CORPORATION

Your Safest and Best Bet is Producers Distributing Corp. Features

---

Not an Occasional Good Picture, but Good Ones One After Another.

A P.D.C. Contract is Your Most Valuable Asset.

---

40 Big-Time Features during Season 1926-27.

With WILLIAM BOYD · Adapted by · JEANIE MACPHERSON & GARRETT FORT
From the story "BLACK MARRIAGE" by Fred Jackson
Directed by FRANK URSON
Produced by DeMille Pictures Corporation

Regal Films Limited

Sole Distributors for Canada

WITH RALPH W. INCE
CLAIRE ADAMS
THEODORE VON ELTZ
SNITZ EDWARDS
& MITCHELL LEWIS
ADAPTED BY J. GRUBB ALEXANDER
FROM THE STORY BY JACK LONDON
DIRECTED BY RALPH W. INCE
PRODUCED BY RALPH W. INCE CORP.
O. M. THOMAS, GEN'L MGR.

WITH
JOSEPH SCHILDKRAUT
MARGUERITE DE LA MOTTE
VERA STEADMAN, JULIA FAYE & DAVID BUTLER
ADAPTED BY JANE MURFIN & HAROLD SHUMATE FROM THE MURRAY MAGAZINE STORY, "THE AMERICAN SEX" BY FRANK R. ADAMS
DIRECTED BY JOSEPH HENABERY
PRODUCERS DISTRIBUTING CORPORATION
PRODUCED BY METROPOLITAN PICTURES CORP

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Timely? I'll Say It Is!

Just When His Name is on Everybody's Lips We Offer for Immediate Booking in All Parts of Canada—

The sensational Serial Surprise!

10 Vibrant Chapters

Throbbing with Heart Interest
Alive with Amazing Adventure

"The Fighting Marine"—a rapid-fire action serial with the thrills of a thundering barrage—a plunge into the No Man's Land of adventure—situations fraught with danger—love and loyalty the trump cards in a game for high stakes.

Here's a chance for Ten Solid Weeks of Big Business if You Act Quick! Hop To It!

Gene Tunney

in

"The Fighting Marine"

Walter Miller and Marjorie Gay

Pathéserial

REGAL FILMS LIMITED

Toronto - Montreal - St. John - Winnipeg - Calgary - Vancouver

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Canadian Moving Picture DIGEST

Published by Canadian Moving Picture Digest Company, Limited
259 Spadina Ave. - Toronto
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45 West 45th Street

RAY LEWIS
Editor and Managing Director
GEORGE C. WILLIAMS
President

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Established in 1915 for Exhibitors
Subscription: $5.00 yearly
Telephone: Trinity 1481

Vol. 18, No. 21 | TORONTO, CANADA | September 25th, 1926

Ray Presents

"LIFE," in criticizing the "Scarlet Letter," Metro-Goldwyn-Mayer's production of Hawthorne's masterful story, with Lillian Gish, states, "It would be inexcusably indelicate to suggest that Lillian Gish has guts, but she demonstrates in "The Scarlet Letter" that she has." "Life" continues to state, "'The Scarlet Letter' establishes itself as the first production of the new season."

It looks as if Metro-Goldwyn-Mayer are living up to their advertisements, "The Leader of the Band," which by the way would make a good movie title. Those who use it can send me a check. I am not particular how much as long as it runs in three figures and does not start with a decimal.

* * *

"One Minute to Play," F. B. O's "Red" Grange box-office whirlwind gets this tribute also from "Life," "Red" Grange has made his debut on the screen, and both he and his initial picture are knockout successes.

"One Minute to Play" is actually better than "Brown of Harvard" or any other college picture that I have seen."

And that's that for the "leetle boy" that caused such a stir-up when his salary was first announced by Dr. Shallenberger.

* * *

FLORIDA'S death toll, is reported at 400, estimated injured 5,000, missing 6,150, property loss $200,000,000, homeless 40,000.

Here is an instance where the Motion Picture Industry can be of service, furnising a fund for the relief of those who are in need of aid.

Many in our Industry "got in" on the crest of the Florida wave, many capitalized while the selling was good. Quick fortunes were made. Fortunes lost also, but what is the loss to those

(Continued on Page 10)

One Half Billion Dollars

CANADA'S Western wheat crop reached nearly 400 million bushels, which transmuted into dollars reaches the magnificent total of one half a billion.

Aug. 23rd passed without a frost. The moon at full tilt was auspicious; hence the crop and the millions.

It may not be known that those who know the soil of Canada, and its bounty in bringing forth, are all astronomers, and the moon is a great consideration until the fateful Aug. 23rd, with its possible "frosts," is passed.

So you see there are "frosts" which kill a harvest in agriculture as well as "frosts" which kill a harvest in Motion Pictures.

Meanwhile across Canada reports of theatre building activities increase; and a boom must be forthcoming if building activities generally are indicators of good times coming.

One has only to ride around the outlying districts of Toronto to note the startling increase in building activities.

North, South, East and West, homes, beautiful homes, built with an eye for architectural beauty are going up in amazing numbers.

Here is a fan element, a good hour's car ride removed from the downtown theatres; and a 30 minute motor trip away.

Will the new residents of these communities frequent their old theatres, or will they consider the trail downtown too wearisome; and create a demand for theatres closer home? It is worthy of the consideration of our theatre owners.

When the Promised Land was a promise, scouts were sent out to report on its possibilities; and they returned and said; "Palestine is a land of milk and honey."

Gentlemen, I am only a scribe, but it looks to me as if the new home centres are the Promised Land of milk and honey, for those enterprising showmen who see where the residential centres of their cities are growing.

Balaban & Katz built one of their finest theatres outside of Chicago. They saw a Chicago population there.

Take a ride around your city and watch where the greatest building activities are centralizing.

Building a theatre may be premature, but he who obtains a theatre-site is a wise Showman.

Ray Lewis

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Ray Presents

(Continued from Page 9)

who have lost everything? One day for Florida should be a Motion Picture Day and a fund raised.

* * *

METRO - GOLDWYN - MAYER have a new artistic 24 sheet stand on "Mare Nostrum," showing the form of a fair-headed woman enfolded in the arms of a swarthy Adam, who is protecting her from the far-reaching tentacles of the octupus.

The scene is 20,000 Leagues Under the Sea, I should judge. The fair thigh and hip of the woman, in its sombre surroundings, makes a striking poster, but what did our watchers of our morals do? Paste white paper over the woman's hip and thigh, but this appeared so ludicrous even to their puritanism; and was such an offense against the artistic conception of the artist, that they permitted the appeal of the white flesh to be submerged under a coat of black paint. It is fortunate for Venus that she was born B. C. else we would have been handed down a navel-less De Milo, with chipped breasts.

* * *

There seems to have been some surprise expressed that the world noticed the passing of Valentino with less composure than the passing of the greatest educator of our day, Dr. Elliot, of Harvard. What the gloom brigade appears to have missed is the fact that one always mourns the departure of Spring. Dr. Elliot was a man full of years, the cycle of his service fulfilled, while Valentino represented youth, young manhood, and a life with its summer not yet passed, its autumn, its winter, its harvest not yet gleaned. Therefore, grieve not that the Dionysion spirit of Mourning was awakened; and that our pagan instincts manifested themselves.

Dr. Elliot's reward lies in the service which he gave; and which Time cannot efface, but in the Lord's prayer there is a line which reads, "Give us our daily bread." Valentino furnished the daily substance, a bit of romance, for those who found their imagination otherwise bare.

* * *

IN the September issue of Vanity Fair, John Emerson, President of the Actors' Equity Association, contributes an article on "The Great Public and Its Theatre," which starts off as follows, "Have the growth and popularity of the motion pictures injured the spoken drama?" "Financially, yes, decidedly. Artistically, no, just as decidedly."

GENE STRATTON-PORTER
Author of F. B. O.'s, "Laddie."

Mr. Emerson further elucidates as follows, "Do you mean to say that the great mass of 'bilge' which the movies have spewed out over our fair land, has not lowered to an alarming degree our national taste for what is fine and beautiful?"

Mr. Emerson asks the question and answers it for himself, his reference to 'bilge' makes us low-brows of the movies, rather sea-sick, but we thank him at least for his "certainly not," in reply to his "sour-stomached" question.

* * *

As for Public Taste, what a "whack in the eye" it gets, listen to this, "It is the Public Taste which has degraded the movies."

There's yards and yards to the article, with what Mr. Lasky thinks of Public Taste, and how Douglas Fairbanks hated the "claptrap" of "The Mark of Zorro," and Mary Pickford was forced back into the ash-can by her moron customers; and as I read of how it is necessary for 20,000,000 *persons to pay to see a good picture in America, in order to create a profit for its producer; and that only one half of one million citizens of the United States are given credit by the writer for intelligence, I think of an article written by George Nathan, critic of critics of the Drama; and of his page long list of plays presented in New York during this year, every one of them dealing with one form or another of sex education; and I conclude that if the Public Taste is the degenerating influence which Emerson states, Motion Pictures has been less susceptible than her sister-art, the Drama.*

Toronto Theatres

REGENT — "Mare Nostrum," with Alice Terry, Antonio Moreno — Metro - Goldwyn - Mayer — Alice Terry's followers love Terry in this one—war film — business good — third week.

PRINCESS — "Ben Hur," with Ramon Novarro — Metro-Goldwyn-Mayer — second week—house sold out — acclaimed "Daddy" of them all.

UPTOWN — "Nell Gwyn," with Dorothy Gish—Paramount — great entertainment — British success — packing theatre.

PANTAGES — "The Trap," with Lon Chaney — Universal — Lon Chaney's usual role, played in his distinct style — box-office appeal good.

LOEW'S — "The Waning Sex," with Norma Shearer and Conrad Nagel—Norma makes a hit and the picture goes over well.

Neighborhood Theatres

PALACE — "The Torrent," Greta Garbo — Metro-Goldwyn-Mayer—good; "La Boheme," with Lillian Gish — Metro-Goldwyn-Mayer—big picture, Gish followers fill theatre.

ST. CLAIR — "The Prince of Pilsen," popular; "The Show Off," Ford Sterling—Paramount—makes hit.

YORK — "The Great Deception," Ben Lyon—First National, good; "La Boheme," with Lillian Gish — Metro-Goldwyn-Mayer.

COLLEGE — "Fine Manners," with Gloria Swanson — Paramount — is a Swanson picture; "The Great Deception," with Ben Lyon—First National.

BEACH — "Dance Madness," with Claire Windsor and Conrad Nagel — pleasing entertainment; "The Great Deception," with Ben Lyon —First National.

CAPITOL — "Old Loves For New" with Lewis Stone — First National —makes good; "The Sea Beast," with John Barrymore—Warner — strong as ever.

ALHAMBRA—"Hard Boiled," with Tom Mix—Fox—Tom's usual style and never failing draw; "Fine Manners," with Gloria Swanson—Paramount.

PARKDALE — "Bigger Than Barnum's," with Viola Dana—F.B.O. —they eat it up; "Fig Leaves," Leatrice Joy, Fox—goes over good.

OAKWOOD — "The Volga Boatman," with William Boyd—P.D.C. —still leading in popular appeal; "Forlorn River," with Jack Holt—Paramount—good.

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Ontario Social Service Council Discuss Films

The Ontario Social Service Council held a meeting September 20th, at which the discussion of films proved a leading feature. The Rev. W. Cresevick and Mrs. F. W. Johnson pointed out that in England pictures were classified under "family only" and "adults only." They advocated theatres in Toronto following some classification announcements.

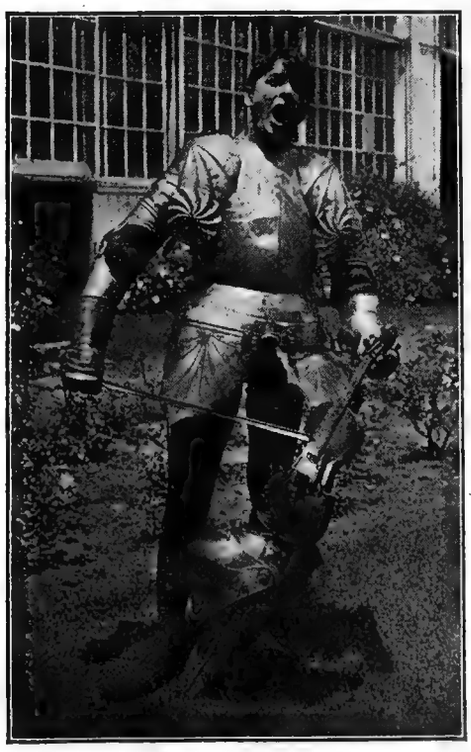
Last year's experiment of the presentation of children's films in four theatres was approved; and it was proposed to introduce these special performances in eight theatres this year.

Saturday forenoon or afternoon is the time under consideration for these children performances.

"Ben Hur" Indeed Mighty "Nell Gwyn" Splendid Picture

In our Ray Lewis Monthly Reviews, issue of October 2nd, "Ben Hur" will be acclaimed as "mightiest of the mightiest." The picture is so colossal in stature and interest that it forces our premature admiration.

"Nell Gwyn," our British masterpiece, gives us such keen delight, because of its delightful story, its British interest and box-office merit that we burst into praise before the Reviews have an opportunity to tell you just how good it is. (Editor)



GEORGE K. ARTHUR
in "Bardelys, the Magnificent," a Metro-Goldwyn-Mayer.

DOROTHY MACKAILL
in "Subway Sadie" — First National's laughing success.

"RETREAT FROM MONS" NEW BRITISH FEATURE

The premiere of "The Retreat From Mons" took place in London last week. The film has no plot, but is intended just as a cross section of the War. The film, in which British regulars take part, has been carefully represented, showing deeds of individual and collective heroism; and has been approved by the British War Department. General Sir Horace Smith-Dorrien, the famous commander of the Second Corps of Britian's First Hundred Thousand, is one of the players. These pictures have been particularly successful in Canada, laying the foundation for many a Canadian Film fortune, because of the excellent showmanship presentation which they receive here.

Fourth Opening Arranged "Don Juan" and Vitaphone

New York, Atlantic City and Hollywood have all greeted "Don Juan," Warner Bros. splendid feature with John Barrymore, together with their sensational Vitaphone success. The fourth theatre for this momentous presentation is McVickers, Chicago. Boston will follow. There are various rumours in connection with Toronto, Canada, but nothing definite enough to announce.

LADY PIANIST DESIRES POSITION. Eleven years' experience in Pictures and Vaudeville — Union Pianist. Apply

Canadian Moving Picture Digest, 259 Spadina Ave., Toronto, Ont.

Adolph Zukor Wires $100 for Meighan Fund

Adolphe Zukor wired $100.00 towards the Calgary Fund for local charities staged by Thomas Meighan at the Capitol, Calgary, September 16th. Mr. and Mrs. Meighan donated $100.00. The performance lasted one and a half hours, and introduced a scene of "The Canadian" as an act on the bill. Another feature of the bill was Howard Emmett Rogers' sketch, "At the Brink." Mr. Rogers is a member of the Meighan writing staff. Wyndham Standing gave a reading, while Mona Palma, the leading lady gave a piano selection. The wire from Mr. Zukor read as follows, "Put me down for one hundred dollars for your benefit for orphans. Hope it is a great success. Kindest regards."

Matheson Lang Arrives

Matheson Lang, the distinguished actor, arrived in Canada on the Canadian Pacific liner, Montrose, Saturday, September 14th. It is Mr. Lang's first visit to Canada since he left Montreal, his native city, at the age of three years with his parents, the Rev. Gavin and Mrs. Lang, former Montreal residents. Mr. Lang opens an engagement at the Royal Alexandra, Toronto, next week, presenting "The Wandering Jew," and "Carnival." Both of these plays have been adapted to the screen. The former Dominion Films, now Columbia Pictures, of Canada, released "The Wandering Jew," while United Artists distributed "Carnival," both British productions.

"RED" GRANGE
who has surprised "movieland" in "One Minute to Play"—F. B. O.'s whirlwind success.

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St. John - Montreal - Toronto

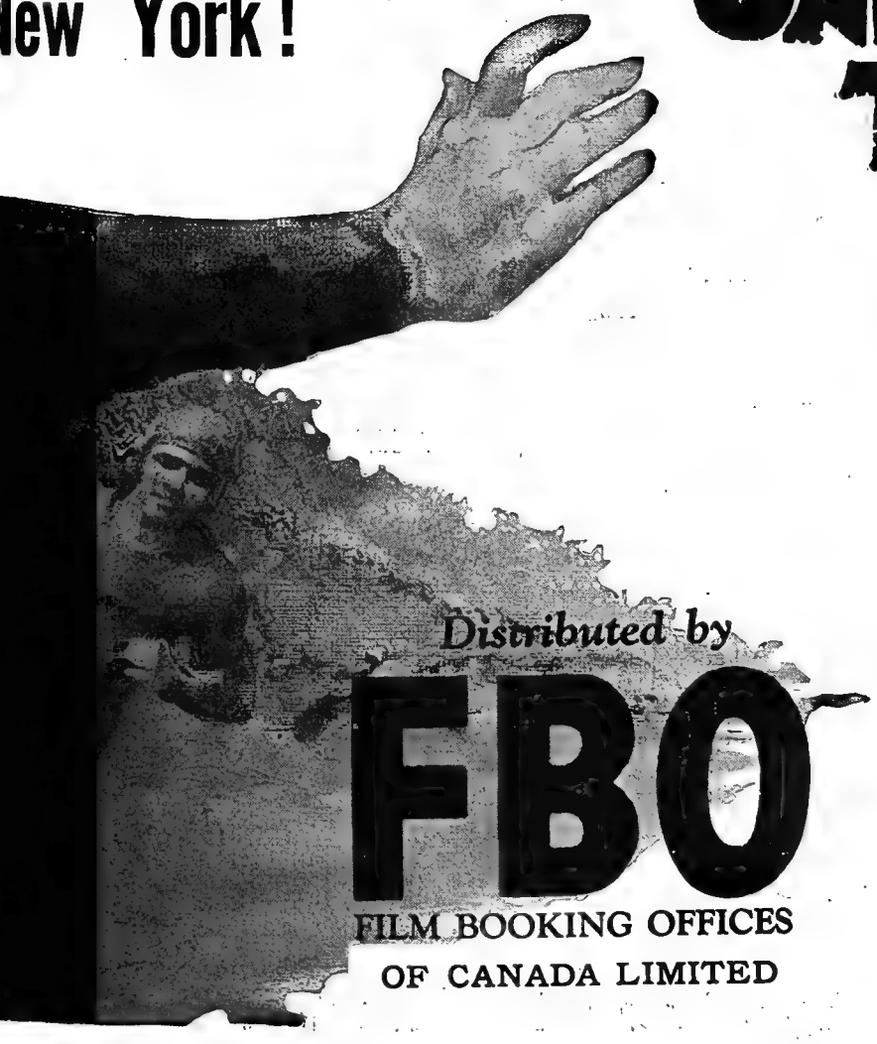
Go gle

GRANGE

ow in 3rd Colossal

ek, Colony Theatre, lew York!

ONE MINUTE TO PLAY



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FILM BOOKING OFFICES OF CANADA LIMITED

A Wallop on Broadway!

A Riot in Los Angeles!

An Upheaval in 'Frisco!

To Smash Records in Canada Soon!

Winnipeg Calgary Vancouver

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No Matter How Dark and Stormy the Night First National Will Furnish the Stars!

IT MUST BE LOVE
starring
COLLEEN MOORE
with
Malcolm McGregor — Jean Hersholt — Arthur Stone — Dorothy Seastrom

SUBWAY SADIE
starring
DOROTHY MacKAIL
with
Jack Mulhall — Louise Brooks William Collier, Jr.

PARADISE
starring
MILTON SILLS
with
Noah Beery — Kate Price — Charlie Murray John Kolb

MISMATES
starring
DORIS KENYON
with
Warner Baxter — Mae Allison — Charlie Murray — Philo McCullough

THE PRINCE OF TEMPTERS
starring
LOIS MORAN — BEN LYON
LOWELL SHERMAN — LYA DE PUTTI

SYNCOPATING SUE
starring
CORINNE GRIFFITH
with
Tom Moore — Marjorie Rambeau — Joyce Compton — Rockliffe Fellows

MEN OF THE DAWN
starring
MILTON SILLS
with
Viola Dana — Charlie Murray — Natalie Kingston — Arthur Stone

TWINKLETOES
starring
COLLEEN MOORE
with
Kenneth Harlan — Gladys Brockwell — Warner Oland — Tully Marshall

NOT HERBERT
starring
BEN LYON
with
Pauline Starke — Virginia Lee Corbin Sam Hardy — Diana Kane

Stars Supported by Stars is Another Reason Why First National Leads!

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We don't know Mr. Salm but we do know that he is one of several million people in Canada who hold the same opinion

Waterloo, Ontario,
90 Caroline St.,
September 9/26.

First National Pictures Inc.,
277 Victoria Street,
Toronto, Ontario.

Gentlemen:—

Would you please be so kind as to send me a list of the very latest First National Pictures, telling what Miss Norma and Constance Talmadge are doing, and what other First National players are making in the future.

I have always considered First National Pictures the most entertaining pictures on the silver screen.

Here's hoping I will receive a nice list in the very near future. I thank you.

Yours very truly,
EDWARD C. SALM.

The exhibitor contracts for pictures but the public *buys* them -- A survey of your patrons' choice will give First National an overwhelming lead in public favor

BEST FIRST NATIONAL PICTURES ***BY TEST***

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Fine Theatre, Toronto Closed by Exhibitor

Pays Rent to Kill Competition In Big Zone.

THERE IS a theatre in Toronto which fronts a residential section of our city, which has been closed for about a year, although there is a rental sign that the landlord will alter to suit the tenant.

Recently an interested party, believing that this theatre was a good proposition under the right showmanship, negotiated with the landlord; and was informed that an Independent exhibitor in Toronto was paying rental to keep this theatre closed. This Exhibitor has a theatre in that zone, although his theatre is many blocks away.

The landlord seemed eager to get this theatre opened. A conversation with the various merchants in that zone; and some of the residents gave the information that a theatre was desirable in that district, but not following the policy of the previous presentations.

After numerous negotiations with the landlord; and arrangements completed for the signing of a lease, the interested party at the eleventh hour was informed the deal was off. The Independent Exhibitor refusing to release the landlord from his pledge. Not to rent for theatre purposes is the supposition.

The house has about seven hundred seats.

The situation is interesting because we have always believed that Trusts engaged in this method of "killing competition" or opposition. Now we find that the Trust has no monopoly on this kind of showmanship.

Meanwhile a very fine type of showman, an asset to our Industry here in Canada, is out of a theatre, because another Independent Exhibitor wants a mile or more of territory, north, south, east, west all to himself.

Dempsey Loses Championship

An eye-witness reports that Tunney nearly knocked the former champion, Dempsey, out in the first round, but that Dempsey managed to last through ten rounds, but was pretty groggy during the last two. A $400,000 purse to Dempsey, win or lose, plus a goodly slice from the receipts, etc., should be a compensation for his lost championship, for surely this is a game of money only; meanwhile rumour is busy reporting that Estelle Taylor may become indifferent to the charms of a vanquished hero.

N. L. NATHANSON SEES BIG FIGHT

N. L. Nathanson, Managing Director of the Famous Players Canadian Corp., was in Philadelphia on Thursday, Sept. 23rd. We presume to see the big Dempsey-Tunney fight, a great event in the lives of all sportsmen. Jack Dempsey was the guest of Mr. Nathanson on his visit to Toronto.

Ontario Bureau Motion Pictures Exhibition Theatre

The New Government Building at the Exhibition Park, Toronto, presented us with a new feature this year by way of a theatre for motion pictures at which was presented the films made by the Ontario Bureau of Motion Pictures at their studios, Trenton. The attendance averaged from three to four thousand daily, the admittance free.

Croyden to Cape Town Flight Screened Ottawa

The Ottawa Journal, Sept. 14th, states "The best thing I have seen at a cinema for long enough is the film of Mr. Alan Cobham's remarkable Croyden to Cape Town flight. Mr. Cobham's film record gives complete samples of the whole changing panorama from Cairo to the Cape. It is a thrilling sensation."

Publix Universal Theatres Suffer Florida's Hurricane

200 Theatres Join In Relief Performances For Florida.

As we go to press, we learn that Publix are organizing relief performances, two hundred theatres joining in giving benefit performances for the Florida sufferers.

The hurricane destroyed three Universal chain theatres and at least five theatres belonging to Publix, were destroyed in Miami. The Universal houses, Edwards, Sarasota and the Arcade and Airdrome at Fort Myers.

The Publix is reported as having an investment of about $10,000,000 in the hurricane zone. Five theatres in Miami were reported as damaged.

The action of the Publix in immediately responding to the urge for help is quite in line with that vision towards service which our present showmen are developing.

Our "Ray Presents" urges an appeal which was anticipated before we were off the press by Publix. The splendid example of this company should be followed by our Industry as presented in our editorial columns. The entire Industry to set aside a date for the relief performance.

A fascinating interlude in Warner's Lubitsch feature, "So This Is Paris," with Patsy Ruth Miller and Monte Blue.

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Tom Meighan Feature, Act On Big Special Charity Programme.

Thomas Meighan and his company, having been stationed in Calgary, while making the exterior of his new feature, "The Canadian," has, in return for the many courtesies which he and his company have received in the city, arranged for an entertainment, the proceeds to local charities.

Mayor Webster, of Calgary, approved of the plan and John Hazza, district manager of Famous Players donated the Capitol Theatre, selecting Thursday, Sept. 16, at 11.15 as the time set aside.

Five thousand is the goal sought for. The money will be apportioned to the various local charities by Mayor Webster. The beneficiaries were as follows: Lacombe Home, Salvation Army, Children's Home, Junior Red Cross, Woods Home at Olds, Alberta.

Modern Ha ifax Filmed Ottawa Motion Picture Bureau

Halifax City and environs is being filmed by the officials of the Canadian Motion Picture Bureau, Ottawa, under the auspices of the Nova Scotia Department of Natural Resources.

The film will show modern Halifax, various views from the Citadel, from Fort Needham, and from the Harbour, will be photographed. The beauties of public gardens, the North West Arm, Point Pleasant Park, Bedford Basin, Ashburn Golf Links, Yacht Squadron, and the various sport clubs along the Arm, Dartmouth and the Dartmouth Lakes. The principal institutions of Halifax such as the Province Building, City Hall, Dalhousie University, Technical College, Churches, etc., as well as the interesting thoroughfares and private residences.

Educational Releasing Big Dempsey-Tunney Special

Educational are releasing the big Dempsey-Tunney fight. Whoever wins will have no effect upon the interest of the picture as a theatre attraction. Both Dempsey and Tunney have appeared in pictures; and the Industry plays no favorites as to who should win.

Since boxing has become a science of endurance, plus showmanship; and here we say, "all hail Tex Rickard, yo' sho' knows how to get the money," let the best man win.

Meanwhile Educational have secured all the first run houses of the Famous chain of theatres across Canada for almost simultaneous showings, the dates running from Sept. 26 to Oct. 2nd. The entire circuit in Canada follows.

Amusement Tax in Australia Removed

In a recent interview with Col. John Cooper of the M. P. P. D. Association, the following valuable information covering Amusement Taxes in Australia was disclosed.

Amusement Taxes in Australia are collected by the Federal Government. When the tax was originally imposed during the war it amounted to one penny on each shilling of admittance or 8½%. At the time it was imposed it was on all admittances to all classes of entertainment. From time to time this has been gradually taken off until at the present time no admissions of less than two shillings and six pence are taxed. In spite of this lifting of the tax on lower priced admissions the total receipts have not decreased very greatly. For example in 1920-21 the admissions to motion picture theatres totalled 68,364,016 and the total receipts were £297,843. In 1924-25 the admissions to motion pictures had increased, but only a portion were taxed. This portion amounted to 44,691,650 and the total receipts for them amounted to £261,826. In other words the gradual lifting of the entertainment tax on the lower priced admissions has not resulted in much loss in National revenue.

No State Government in Australia has a State Amusement Tax with the exception of West Australia. This particular State was in a bad way financially and was forced to introduce an Entertainment Tax Act as a special measure. It is expected however, that this will shortly be repealed.

FALL FILM TOURNEY THORNHILL GOLF COUNTRY CLUB

About sixty players participated in the Fall Film Golf Tournament at the Thornhill Golf and Country Club Sept. 16th.

The following film companies were represented: Famous-Lasky Film Service, United Artists, Warner Bros. First National, Universal, Regal, Fox.

Eddie Cantor wired his regrets for a failure to put in a personal appearance, owing to difficulties with his dentist. The Eddie Cantor prize was handed to the low net score which was captured by Mr. Jack Hunter of Famous-Lasky Film Service. Other prizes were won by Mr. Dick Sturtridge of Sutton, Ont., Mr. Dentlebeck, of Electrics Ltd., Mr. Bill Bach, of First National, Mr. McClelland, Capitol Theatre, Mr. Benson, Manager of Famous-Lasky Film Service.

New Theatres Going Up In Toronto

Among the new theatres being built in Toronto we find the Robert Luxton Theatre on Mount Pleasant Road, with a seating capacity of 450.

The Coleman Electric Service installed two Motiograph de Luxe Machines with reflector arcs and Cont-El-Arc Motor Generators. Another theatre in the course of construction is located at Danforth and Luttrell. Mr. Luxton is also interested in this theatre.

Owen Moore and Claire Windsor "make-up," oh so sweetly, in Metro-Goldwyn-Mayer's "Money Talks."

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There's more than one reason why the finest theatres in the land are buying

HERE ARE
49 GOOD REASONS

What Price Glory
7th Heaven
One Increasing Purpose
3 Bad Men
The Music Master
Is Zat So?
Fig Leaves
The Auctioneer
The Return of Peter Grimm
The Lily
The Country Beyond
Cradle Snatchers
The Monkey Talks
"Marriage License?"
Mother Machree
Gaby
The Family Upstairs
The Blue Eagle
Bertha, The Sewing Machine Girl
The Holy Terror
Ankles Preferred
Womanpower
The Second Year
Wings of the Storm
Upstream
The City
Whispering Wires
Married Alive
Hidden Charms
The Congressional Medal
Going Crooked
The Midnight Kiss
My Wife's Honor
and two others

7 Tom Mix Pictures
7 Buck Jones Pictures

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BOOKINGS *speak louder than* BOASTS!

so here goes

N. L. NATHANSON

has bought
the fast-selling

FOX PRODUCT

for his

ENTIRE CANADIAN CIRCUIT

Coming!

The McClure's Magazine Story

SUMMER BACHELORS

By WARNER FABIAN, Author of Flaming Youth

—with—

MADGE BELLAMY

Matt Moore, Olive Tell, Allan Forrest, Hale Hamilton,
Walter Caxton. Charles Winninger.

AN ALLAN DWAN PRODUCTION

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The Proof of Pudding According to J.M.Franklin

September 20th, 1926.

Miss Ray Lewis,
259 Spadina Avenue,
Toronto, Ontario.

Dear Miss Lewis:

"The Proof of the Pudding is in the Eating." That I really "digest" your paper is quite evident, for in a recent issue, buried far down in your Personal Column I find a challenge to me to tell the world the part you played at our memorable Rally.

Listen, Gentlemen! Our own "Ray" spoke forcibly, clearly and intelligently; clarifying the various points raised at the meeting and displayed a wonderful grasp of the problems confronting us, a credit to our industry and a credit to the "Fair Sex," God Bless Them.

Now that is a recommendation I am sure we all concur in, and besides it evens up for the many kind things you have said in the past about the writer.

Sincerely yours,
J. M. Franklin.

Carl Laemmle Arrives New York, Oct. 18th

The Industry in New York is preparing to give Carl Laemmle, president of Universal, who arrives in New York on the Berengaria, Oct. 8th, a great welcome. Perhaps no other official in Motion Picture productions holds such a warm place in the hearts of the Industry's people as this "game little fighter," Carl Laemmle. His recent recovery from a severe illness has endeared him more than ever to the Industry which he has served so long and faithfully.

Motion Picture Production Will Be Discussed Imperial Conference, London

Dominion Premiers Will Meet in October. Raymond Peck Will Attend. Canada Production Centre American Producers.

The subject of moving picture production will be brought up at the Imperial Conference of Dominion Premiers in London, England, in October, so stated Raymond S. Peck at a Kiwanis Club luncheon in the Chateau Laurier, Ottawa, on September 17. Intimation has also been made that Mr. Peck himself will cross the Atlantic to attend the conference and discuss the Canadian film situation with British Parliamentarians.

In his address Mr. Peck declared that the moving picture had become the greatest medium of propaganda in the world. American ideas were being so freely circulated throughout the world through the predominance of American films that the future of the moving picture industry was under serious consideration in many countries, he said. Each day throughout the year, enough film was shown in the U. S. A. to encircle the globe. In the States alone, approximately 110,000,000 people attend a moving picture performance each week.

Mr. Peck declared that the revenue obtained by the Canadian Government through the rental of the Government's own moving pictures made the Ottawa studio, with its numerous cameramen, laboratories and other features, practically self-sustaining.

His address was illustrated with a number of slides tracing the development of the moving picture industry, which was now the third largest in America, he pointed out.

Some time ago Mr. Peck made the serious suggestion that American producers should make a definite number of pictures in Canada, where the scenery is almost as varied as in the United States, in order to qualify them for distribution throughout the British Empire and in foreign countries as features that had been made on British soil. While he did not make a direct reference to this idea in his Kiwanis club address, it is believed that Mr. Peck still harbors this suggestion in his mind and it may be discussed at the Imperial Conference.

DECISION OF ARBITRATION BOARDS IN ONTARIO

Give Awards to Famous and Fox.

The Joint Board of Arbitration in Toronto, at its September meeting, awarded Famous Lasky Film Service, Ltd., $135.30 for non-fulfillment of contract by the Princess Theatre, Bracebridge. Of this amount $15.30 was made up of express charges which the Exchange were forced to pay on returned shipments which the Exhibitor refused to pick up.

At the same meeting Fox Film Corporation, Ltd., were awarded the sum of $880.20 for non-fulfillment of playing arrangement called for by contract with the Tivoli Theatre, St. Thomas.

The Board in Toronto has, as its members, representing the exhibitors, Mr. J. C. Brady, the president of the M. P. T. O. A. of Canada and several of the officers of this organization.

Motiograph De Luxe Projectors
(Standard Arc, Reflector Arc and Mazda Models)

Cont-El-Arc Motor Generators
(For all conditions of Amperage and Voltage)

Walker Sunlight Gold Fibre Screens

. . THE .
COLEMAN ELECTRIC CO.
258 Victoria Street - Toronto (2) Canada
"Courtesy With Service"

Gundlach and Superlite Projection Lenses

Brenkert Spot-Flood Lamps - National Projector Carbons - General Theatre Supplies
(Ask for a Copy of Our 1926 Catalog)

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"THE FIGHTING MARINE" ADDED TO DEMPSEY-TUNNEY FIGHT

The Capital Theatre, Ottawa, Ontario, put across an effective tie-up with the Dempsey-Tunney fight during the week of September 20 through the presentation of an added attraction, "The Fighting Marine," starring Tunney. The arrangement was made by Manager James T. Moxley, who is also the manager of the Ottawa Imperial.

"The Volga Boatman" Grosses $225,000

"The Volga Boatman," Cecil B. DeMille's latest picture for Producers Distributing Corp., will close a 21-weeks' run at the Carthay Circle, Los Angeles, September 27. At the end of the 17th week the picture had grossed $225,000, or an average of $17,000 a week.

P. D. C. First Runs At Keith, Ottawa

The big Keith house at Ottawa is taking first-run on all Producers Distributing Corp. features this season. So far the policy has been a distinct success.

James Grainger Happy Account of "Seventh Heaven"

Closes Deal For "Seventh Heaven" Showing Carthay Circle Theatre, Los Angeles Next February.

"Seventh Heaven," Fox Films version of one of the most widely-discussed plays this country has ever witnessed, will have its world premiere at the Carthay Circle Theatre in Los Angeles next February, according to announcement by James R. Grainger, Fox Films general sales manager, who has just completed arrangements with Fred Miller for this showing.

"This picture," said Mr. Grainger, "will be made under direction of Frank Borzage and will probably go into production at the West Coast Studio in about six weeks. Mr. Borzage is now engaged in studying plans for settings and is devoting much time to the consideration of a cast. Some of the best known actors in America will be included.

"Seventh Heaven," which attracted wide attention, was one of the most successful plays ever produced in this country and we will make every effort to make the screen version live up to this great standard."

According to Mr. Miller, who is recognized as one of the most astute showmen in America, a magnificent prologue will be arranged for the premiere in February.

"Three Bad Men" with J. Farrell McDonald, Tom Santschi, Olive Borden and Frank Campeau — a Fox Western Special.

DEFOREST PHONOFILMS ADDED FEATURE FRANCAIS

Harry O'Regan, manager of the Francais Theatre, Ottawa, Ontario, has installed the equipment at this theatre for the regular presentation of DeForest Phonofilms as a special attraction three days of each week.

Imperial, Ottawa, Dresses Up Marquee Like Circus

The Russell Theatre, Ottawa, which is controlled by interests associated with Famous Players Canadian Corp., Toronto, has been thoroughly renovated, a number of structural improvements having been made. The Russell is under the personal management of Ray Tubman, who is also the manager of the Regent Theatre, Ottawa. The policy of the Russell is to present road shows and special moving picture attractions.

Theatre for Rouyn

Way up in the northern expanses of Quebec is the new gold mining setllement of Rouyn. Mail is delivered to Rouyn every so often overland or by airpane and the nearest railway is miles away. Yet, Rouyn must have its moving picture entertainment and a theatre of primitive design has been constructed to be operated by Northland Theatres, Limited, a company which has just been incorporated by the Dominion Government at Ottawa under a Federal charter.

"The Land of Promise" Famous Players "The Canadian"

Director Beaudine Looking for English Type Heroine

William Beaudine, the Famous director, was in Montreal recently, en route to Calgary, where he will direct Thomas Meighan in his new picture called "The Canadian," which has been adapted from the English story, "The Land of Promise."

The setting is the Canadian wheat fields, and the picture must be filmed before the harvest is taken in. Mr. Beaudine is seeking for an English type heroine, "a type," as Beaudine explains, "that has never been in Canada before and knows nothing of ranches, or prairie life; since her role is that of an English aristocrat coming from her home to Canada where she visits her brother on his Canadian ranch."

Fred W. Crosbie Succeeds With Starland

Exhibitor of Winnipeg Using Novelty Entertainment to Boost Business.

Remarkable success is attending the efforts of Fred W. Crosbie in putting over Starland Theatre, Winnipeg, with some of the most unique entertainments seen in the city, which adds to the patronage of the house through clever intermingling with the picture programme.

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HERBERT JENNINGS PUTS IT OVER

Interviewed and written by
RUSSELL J. WALDO.

"HAD I not clearly seen the opportunity for giving the theatrical patrons a cleaner and better programme and felt that the theatrical profession gave such a wonderful field for making people happy perhaps I would not have stayed as long as I have." Mr. Jennings has repeatedly made this assertion and the bills he is producing backs up his statements.

Mr. Jennings definition of a theatrical manager is likened to a salesman of the highest calibre. He believes in increasing the source of disposal. He must be readily able to see what is needed and ready at all times to fill that demand. Although all acts are booked into the Palace from Chicago and New York yet he often has an opportunity to book an added attraction locally. He has done this a great many times with wonderful results.

Mr. Jennings has succeeded in educating the theatrical patrons of Indianapolis to a programme that is a different one, that is of the highest type obtainable in the popular theatre. He has replaced the slap stick type of act with the better grade of act and has forced the booking agents to recognize his efforts to set a new policy in Indianapolis theatrical circles

The popular priced vaudeville house must be popularized because it has a most valuable and helpful function to play toward promoting contenmtent of the nation. Patrons must be educated to appreciate the new vaudeville The popular vaudeville of today is made up of short acts and the modern rush and hurry of the business world has had a tendency to attract theatrical patrons to the bill where their mind was not held in one direction for too long a time.

The methods which Mr. Jennings has used successfully at the Palace Theatre in Indianapolis will not only work in other theatres but are capable of accomplishing equally successful results in other lines of business. They are fundamentally accurate wherever found, needing only slight redressing to make them equally effective.

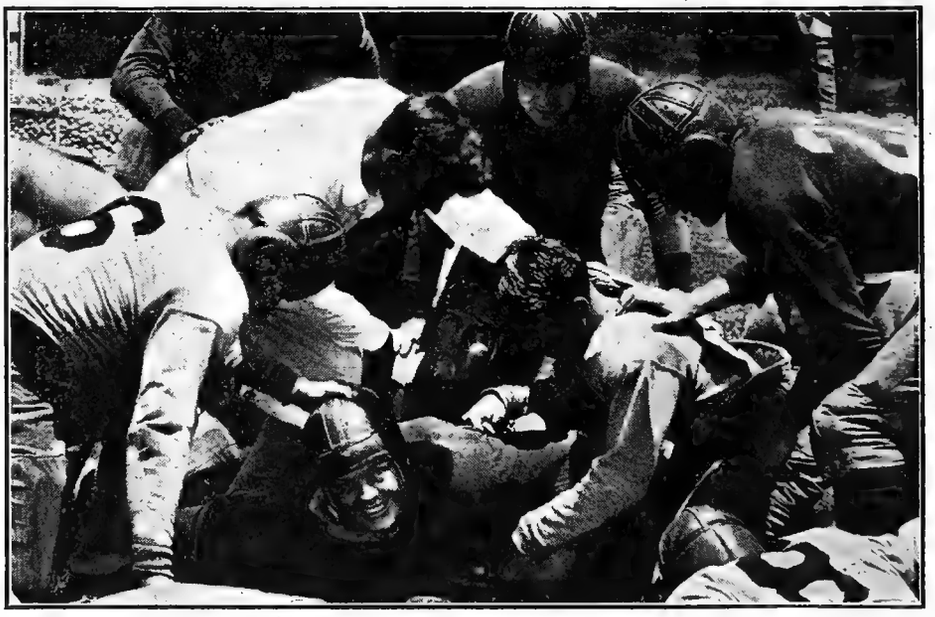
Special Added Acts For Imperial, Ottawa

Manager James T. Moxley of the Imperial Theatre, Ottawa, Ontario, has been playing special added acts along with picture programmes quite successfully. A recent attraction for several weeks was "The Cooper Sisters" in "Songs of Yesterday and Today."

F.B.O. Exploitation Stunts "One Minute to Play"

Taking full advantage of the extraordinary exploitation angles of Red Grange in "One Minute To Play," during its record-making engagement at the Colony Theatre, New York, the F. B. O. advertising forces won new honors by their showmanly handling of the attraction.

Numerous tie-ups and stunts were put over, chief of which were a newspaper advertising tie-up with the Davega stores, retailers of sport goods and an airplane flying stunt which brought columns of newspaper publicity for "One Minute To Play."



"ONE MINUTE TO PLAY"

Giving two admission tickets to each purchaser of a Red Grange Sweater, the Davega stores, of which there are seven, took quarter page ads in all New York morning and evening newspapers broadcasting their proposition. In all ads Red Grange and "One Minute to Play" at the Colony Theatre were featured.

By all odds the most spectacular feature of the entire Grange campaign was the airplane stunt, bombarding the metropolis from the skies with miniaure footballs. Daredevil Jack Casey, crack army aviator, made the flight in his Fokker plane, dropping the parachutes to which the footballs were attached over the Statue of Liberty, then swooping down over the Aquitania as the great vessel came up the bay with Mlle. Corson, the channel swimmer. Other footballs were dropped on the boat, carrying to the famous woman the greetings of Red Grange; after which Casey bombarded the throngs assembled in City Hall Park to hear Mayor Walker's speech of welcome to Mrs. Corson. Times Square and Wall Street, thronged at the noon hour were also bombarded.

In each of the footballs, made of light metal, were tickets of admission to "One Minute to Play" at the Colony Theatre. In fifty were special coupons entitling the retriever to a Red Grange sweater at any of the Davega stores. In six were other coupons good for a regulation Red Grange football at the Wilson Sport Goods Stores. Everywhere men, women and children scrambled for the coveted footballs while other thousands watched the fliers from the streets and windows and roofs of hundreds of office buildings.

For novelty of conception and immediate effect at the box-office the stunt is reported to rank with the most successful ever negotiated in the motion picture industry and will be repeated by exhibitors for other key city engagements of "One Minute to Play."

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Official Motion Pictures

Dempsey = Tunney

Championship Bout

Already Booked to the Following Representative Theatres:—

Imperial	Montreal	Starting	Sept.	26
Uptown	Toronto	"	"	27
Capitol	Hamilton	"	"	27
Capitol	Winnipeg	"	"	27
Palace	Windsor	"	"	27
Queen St.	Niagara Falls	"	"	27
Regent	Ottawa	"	"	27
Imperial	St. John, N.B.	"	"	29
Capitol	Edmonton	"	"	29
Capitol	Calgary	"	"	29
Capitol	Vancouver	"	Oct.	4
Capitol	Victoria	"	"	4

And the Entire Chain of Famous Players

Canadian Corporation Theatres.

REQUESTS for BOOKINGS POURING IN

Phone, Wire, Write for Dates and Terms to

Canadian Educational Films, Ltd.

ST. JOHN, N.B. Box 132 | MONTREAL, QUE. Albee Bldg. 12 Mayor Street | TORONTO 2, ONT. 277 Victoria St. HEAD OFFICE | WINNIPEG, MAN. Film Exchange Bldg. Ellice & Hargrave | VANCOUVER, B.C. Exchange Bldg. 553 Granville St. | CALGARY, ALTA. 212 Traders Bldg.

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IT'S AN EXHIBITOR YEAR WITH 26 WARNER WINNERS FOR 1926-27

1926-27 IS AN EXHIBITOR YEAR! The exhibitor who plays 26 WARNER WINNERS during the coming year is in line for an avalanche of profits—that's a promise!

BECAUSE WARNER BROS. ARE ABOUT TO DELIVER TO YOU THE GREATEST GROUP OF HIGH-POWERED PROFIT PICTURES THAT THIS INDUSTRY HAS EVER SEEN!

Warner Bros. promised you big pictures—bigger pictures than you could get anywhere else. Several of the first are complete—we've seen them!

Warner Bros. said they'd be BIG—BUT THEY'RE GREAT!

Warner Bros. said they'd MAKE MONEY but THEY'LL CLEAN UP!

Romance, melodrama, comedy—one after another, big box-office hits that will pound home the fact that 1926-27 is AN EXHIBITOR YEAR with 26 WARNER WINNERS!

If you have your dates on these 26 great pictures, you're sitting pretty. If you haven't—book them now—get your dates set now! Be ready for your share of profits when these pictures are released!

The Year's Finest Pictures **26 Warner Winners for 1926-27** *Every Picture a Special in Quality*

THE BRUTE with Monte Blue.

MY OFFICIAL WIFE with Irene Rich, Conway Tearle.

THE COLLEGE WIDOW with Patsy Ruth Miller.

HILLS OF KENTUCKY starring Rin-Tin-Tin.

MAMA KISS PAPA with George Sidney, Louise Fazenda, Vera Gordon, Nat Carr and Helene Costello.

WHAT HAPPENED TO FATHER with Patsy Ruth Miller.

IRISH HEARTS with Dolores Costello.

THE CLIMBERS with Irene Rich.

WOLF'S CLOTHING with Monte Blue and Patsy Ruth Miller.

BITTER APPLES with Monte Blue.

DEARIE with Louise Fazenda.

WHAT EVERY GIRL SHOULD KNOW directed by James Flood

ACROSS THE PACIFIC with Monte Blue, Myrna Loy, Jane Winton.

DON'T TELL THE WIFE with Irene Rich.

WHILE LONDON SLEEPS Starring Rin-Tin-Tin and Helene Costello.

MATINEE LADIES directed by Roy Del Ruth.

THE GAY OLD BIRD with Louise Fazenda.

THE HEART OF MARYLAND with Dolores Costello and Charles Emmet Mack.

WHITE FLANNELS from the intriguing Sat. Eve. Post story.

THE BLACK DIAMOND EXPRESS with Monte Blue.

A MYSTERY DRAMA, still untitled, by Arthur Somers Roche.

THE THIRD DEGREE, with Dolores Costello.

PRIVATE IZZY MURPHY starring George Jessel, Patsy Ruth Miller, Vera Gordon, Nat Carr.

TRACKED BY THE POLICE starring Rin-Tin-Tin.

A MILLION BID with Dolores Costello.

SIMPLE SIS with Louise Fazenda.

St. John - Montreal - Toronto - Winnipeg - Calgary - Vancouver

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CANADIAN MOVING PICTURE DIGEST

Vol. 18, No. 22. TORONTO 2, CANADA October 2nd, 1926

TRIUMPHANT RETURN!

THE FOUR HORSEMEN

METRO-GOLDWYN

Watch it at

CAPITOL

NEW YORK THIS WEEK

and in every City in America in 1926-27

PUBLISHED BY

CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

259 SPADINA AVENUE, TORONTO 2

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THE BIGGEST NEWS OF THE YEAR!

announcing the triumphant and sensational return of

THE FOUR HORSEMEN

A Metro-Goldwyn PICTURE

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Majestic Theatre Limited
J. F. O'CONNELL
GENERAL MANAGER
Halifax, Canada

Sept. 16th, 1926.

Regal Films Ltd.
Toronto, Ont.

Dear Sir:

Just a line or two to tell you how pleased we were with "THE PRINCE OF PILSEN" and that we had a very successful three-day business with it here.

I personally thought the picture one of the funniest comedies of the season and considered George Sidney's work even better than in "The Cohens and Kellys".

Kindest personal regards.

Very truly yours,
J. F. O'CONNELL

A Few of the 40 Good Reasons Why Producers Distributing Corp. Features Are Your One Best Bet for Season 1926-27.

The Volga Boatman
Cecil B. DeMille's Masterpiece.

Young April
Joseph Schildkraut

Gigolo
Rod La Rocque

The Nervous Wreck
Al Christie Special

The Last Frontier
Super-Special

Up In Mabel's Room
Al Christie Special

The Unknown Soldier
Super-Special

The Prince of Pilsen
George Sydney

The Country Doctor
Rudolph Schildkraut

Flame of the Yukon
Melford Production

Her Man o'War
Jetta Goudal

The Last Frontier
Super-Special

Eve's Leaves
Leatrice Joy

Regal Films Limited

Sole Distributors for the Dominion of Canada

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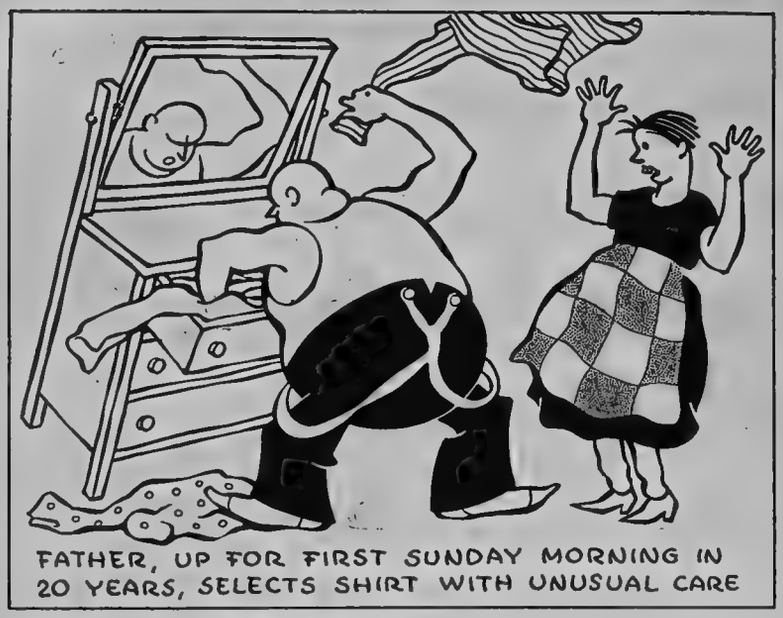
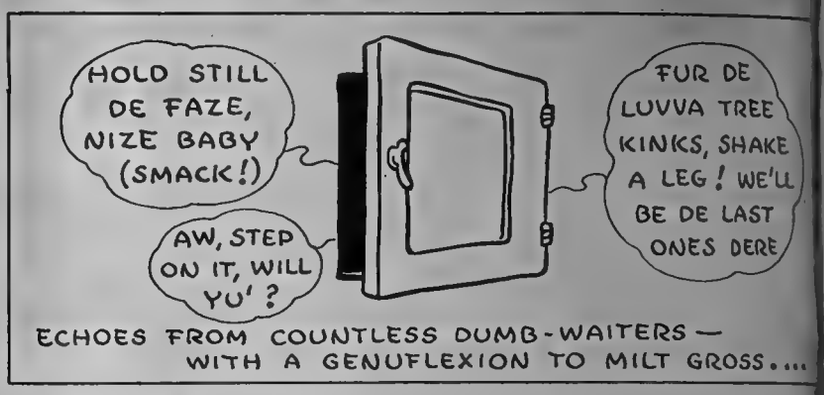
What First National Does to the Big Town - - By GISE

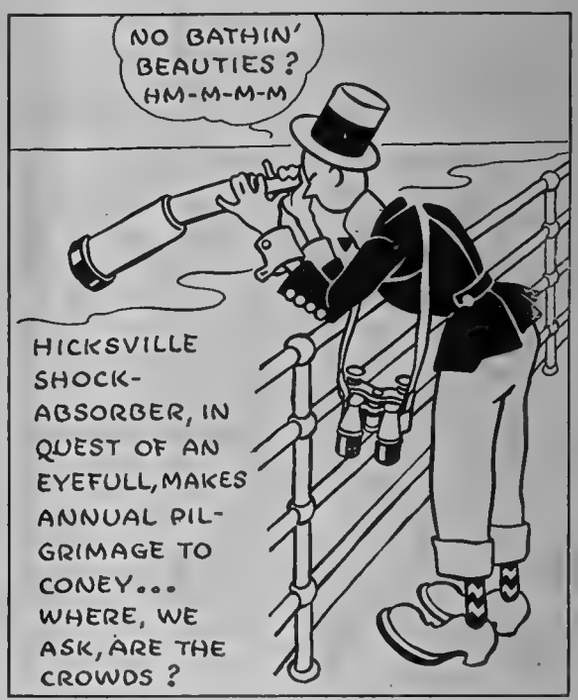


FATHER, UP FOR FIRST SUNDAY MORNING IN 20 YEARS, SELECTS SHIRT WITH UNUSUAL CARE

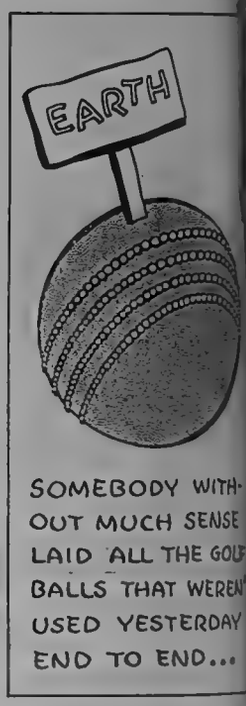


ECHOES FROM COUNTLESS DUMB-WAITERS — WITH A GENUFLEXION TO MILT GROSS....

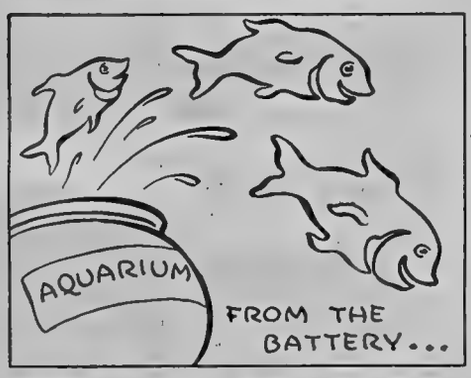
TRAFFIC COPS SEARCHING FOR THEIR PREY.. WHAT? NO PREY?....!!!!!!



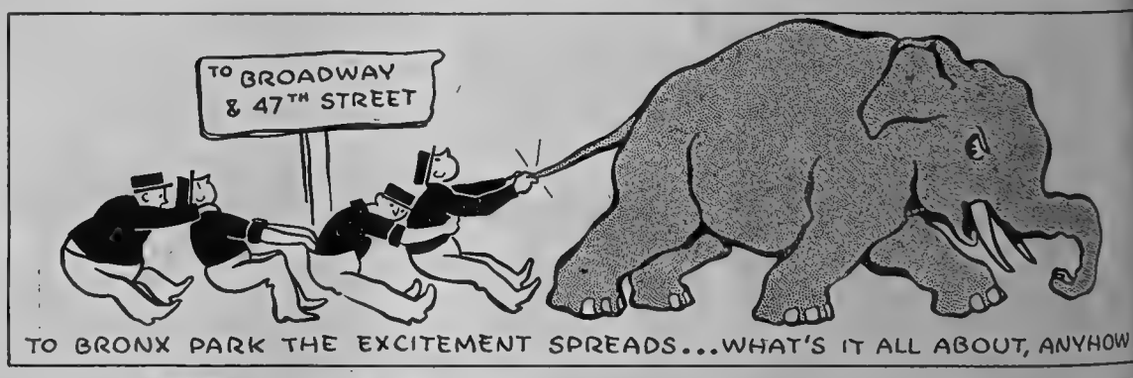
HICKSVILLE SHOCK-ABSORBER, IN QUEST OF AN EYEFULL, MAKES ANNUAL PILGRIMAGE TO CONEY... WHERE, WE ASK, ARE THE CROWDS?



SOMEBODY WITHOUT MUCH SENSE LAID ALL THE GOLF BALLS THAT WEREN'T USED YESTERDAY END TO END...



FROM THE BATTERY...



TO BRONX PARK THE EXCITEMENT SPREADS...WHAT'S IT ALL ABOUT, ANYHOW?

HERE WE GO — EVERYBODY IN MANHATTAN & POINTS NORTH, EAST, WEST & JERSEY! BUT WHERE? — THANK GOODNESS, WE'LL KNOW SOON — THERE'S ONLY ONE MORE PICTURE...

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NEW YORK *vs* ST. LOUIS

YANKEES CARDINALS

winners of their respective leagues
now in a struggle to determine the
Baseball Championship of the World--
and the best team will win

First National *vs* Opposition

This championship has been decided - - - as in past seasons First National again outclassed the opposition, making hits while its opponents fanned the air - -

The public love a champion and the wise money pours into the box office whenever First National plays

FIRST NATIONAL PICTURES

Champions by Virtue of Consecutive Hits!

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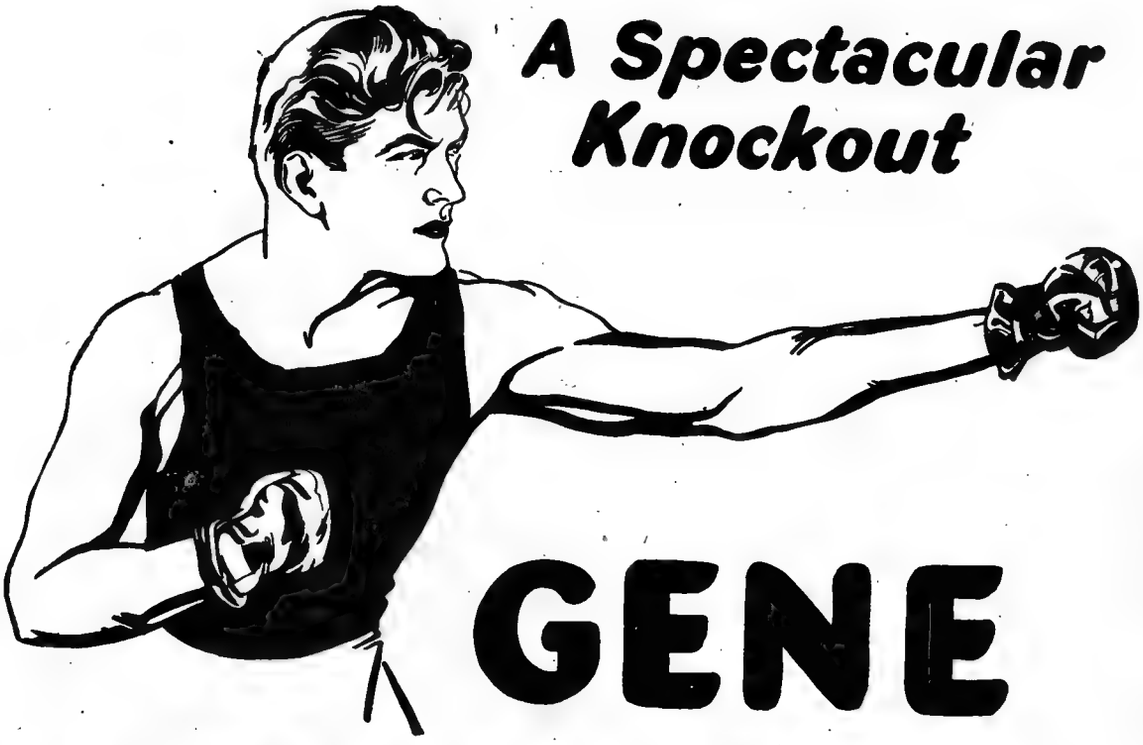
It's the Box Office Smash of
This or Any Other Year!!

Your One Big Chance for Ten Weeks of
Sure-Fire Turn-Away Business



A Spectacular Knockout

GENE TUNNEY

in

"The Fighting Marine"

with

WALTER MILLER

and MARJORIE GAY

Pathéserial

The World's Champion Heavyweight in a
Ten Episode Serial of Real Merit

You can get Early Dates from
any Branch of Regal Films Limited

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Canadian Moving Picture DIGEST

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RAY LEWIS
Editor and Managing Director
GEORGE C. WILLIAMS
President

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Vol. 18, No. 22. TORONTO, CANADA Oct. 2nd, 1926

Ray Presents

F. G. SPENCER is one of our important Canadian exhibitors. Monarch of the territory in Canada called the Maritimes. Mr. Spencer is the kind of a citizen who helps motion pictures; and the various communities in which he has his interests. At present he is interested in erecting a theatre in Charlottetown, P.E.I., at the corner of Grafton and Great George Sts. The theatre will be similar in architecture to the theatre in Fredericton.

His other theatre interests include, Opera House, Unique, Star, and Palace Theatres at Saint John, N.B., Capitol Theatre at Fredericton, Capitol Theatre at Woodstock, N.B., Opera House, Imperial Theatres at Campbellton, N.B., Opera House at Dalhousie, N.B., Opera House at Athol, N.B., Prince Edward and People's Theatres at Charlottetown, P.E.I., Strand and Graphic Theatres at Truro, N.S., Empress and Gem Theatres at Amherst, N.S., Capitol Theatre at Kentville, N. S., and People's Theatre at Yarmouth, N.S. We are happy to learn Mr. Spencer is again in good health.

* * *

The "Tunney-Dempsey" picture was brought into Canada via aeroplane, in order to avoid conflict with inter state Commerce laws which prohibit the transport of a fight picture across the border of Pennsylvania. Twenty-four prints were marshalled to supply the demand for present showings on the picture. Educational establishing a record for the greatest number of prints ever brought into Canada on a film.

* * *

GEORGE PATTON, director of Motion Picture Bureau, Trenton Studio, office in Toronto, has a trailer on His Majesty, King George V. of England, and Her Majesty,

(Continued on Page 8)

"Greater Than Barnum"

NO, we are not talking about a picture, but thinking and talking about "Tex Rickard," who demonstrated that "The King, Barnum, is dead," and "Tex Rickard," the new Barnum of Showmanship, reigns in his stead, "Long Live the King."

The Tunney-Dempsey fight which took place Sept. 23rd, in Philadelphia, for the heavyweight championship, demonstrated the finest example of showmanship with which our modern age has been blessed, that is if showmanship means selling the idea to the public sufficiently strong to get the money.

Did Rickard sell the idea? The answer lies in the fact that over one hundred and thirty-two thousand people, a record-breaking number paid to see Rickard's show, paid heavy and sat through a downpour of rain, which resembled "Noah's Flood," defying the elements and braving the perils of "sniffling" and pneumonia.

Ladies in ermine, states our genial J. Berman, United Artist manager for Canada, looked like limp roses attired in "skunk." Not classic, but expressive. Jake's idea of ermine after the rain has wet it through.

Ladies shouted "Give it to him Dempsey, or Tunney," according to who was their favorite, nor were these ladies recruited from our Motion Picture Industry, all grades of the feminine were represented; and their interest just as keen as that of the masculine enthusiasts.

Dempsey received for "his bit" seven hundred thousand. If you say it quickly it does not sound like so much money. A nice slice for ten rounds; and the loss of a crown.

Tunney received two hundred thousand and the championship laurel wreathe, Rickard about six hundred thousand.

A showman and his players receive over one and a half million dollars for a show, for one night. Capital invested? Brain and brawn.

What is the answer? Showmanship consists of "Exploitation and Presentation." The public will buy whatever excites their curiosity. The showman's business is to awaken an interest in what he has to sell. Rickard sold the public Dempsey when the sporting world knew full well that a fighter, out of the game for three years, goes soft.

Ray Lewis

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Ray Presents

(Continued from Page 7)

Queen Mary, which is the best King George and Queen Mary picture I have ever seen. The close-ups are so intimate as to make this trailer a decided added attraction. Copies may be obtained from Mr. Patton.

* * *

DONALD FREEMAN in Vanity Fair has an article "The Developing Art" with a sub-head, "The Sad State of American Films." There are the following "few kind words" about our Trade press which should not be missed, "The critics of motion pictures (not the godly film reviewers who, with a few commendable exceptions, are subsidized press agents or mental defectives) perennially allege that American Motion Pictures have sunk to an aesthetic level so low as actually to threaten the public taste of the nation; that, inasmuch as the foreign markets are flooded with miles of our celluloid bilge, we, as a people, are made ridiculous in the eyes of other races."

* * *

"Bilge" appears to be popular, our critics have evidently been in the Navy. Meanwhile American films have made America so "ridiculous in the eyes of other races," that the Americans are the most familiarized peoples of all nations, to all nations; and this must be the reason that America is building up an unrivalled world trade; and must be the reason for the fear expressed by every nation that America is Americanizing the world through her films.

A bit paradoxical this kind of a "ridiculous" argument, is it not?

No nation fears another man, or nation which is an inspiration for ridicule. Oh no, the "bilge critics" of motion pictures will be obliged to find something more fundamental by way of starting an argument.

* * *

"PUNCH," or The London Charivari, in its March 31st issue, gives a double page spread to Doug's "Black Pirate," with three pencil drawings by way of illustration.

We Britishers certainly take our entertainment with great solemnity, according to the review.

But why should I do all the reading for you, gentle readers? Let he who runs, as the sages say, read.

PAT O'MALLEY and MAE BUSCH in Universal's "Perch of the Devil" — Directed by King Baggot.

K. W. Burton Becomes Proud Father

Friend Bert:—

If you will remember rightly, at the time that you were considering buying your car Mr. O'Connor advised that he thought it was extravagance on your part in buying such a large car in face of the fact that you had acknowledged that you were soon to be presented with a little "Run-About." However, as you have now both on your hands, and you will find the upkeep of both some item, the undersigned wish to be assured of one thing—and that is, that the "Run-About" should not be neglected and for this purpose would ask you to place the attached purse of gold to the account of Joyce Clara Burton (the "Run-About").

With all good wishes to the Mother, Daughter and Father, and wishing all three (and any additional entries) long life and happiness, we remain,

Sincerely yours,
REGAL FILMS STAFF.

H. B. O'Connor, Toronto Branch Manager, J. Armstrong, J. S. Eastwood, S. Goldstone, W. F. Hayner, A. J. Laurie, W. Legassicke, G. Lightstone, W. R. Maxwell, J. Nelson, F. O'Byrne, C. Ramage, J. Simon.

The above letter to "Dear Bert" is self-explanatory. Mr. H. W. Burton of the Regal Film Sales Staff, Toronto, became the father of a little daughter a few weeks ago, whereupon the members of the staff started the young Miss off with the right idea, "Economic Independence," by presenting Mr. Burton with a purse containing $20.00 in gold, to be placed to the account of the New Miss Burton.

Toronto Theatres

REGENT — "Stella Dallas," with Ronald Colman, Alice Joyce, Belle Bennett, Douglas Fairbanks, Jr., Lois Moran—United Artists—Big success, Alice Joyce in a real part.

PRINCESS — "Ben Hur," with Ramon Novarro — Metro-Goldwyn-Mayer — "Mightiest of the Mightiest." Three big weeks, still running.

UPTOWN — "It Must Be Love," with Colleen Moore—First National, a snappy comedy-drama with a homely theme that rings true. Colleen Moore in a real part.

PANTAGES — "The Devil Horse," Pathe — Tremendous success.

LOEW'S — "You Never Know Women," with Florence Vidor—Paramount. Charming society drama with Florence Vidor in her usual good form.

Neighborhood Theatres

PALACE—"The Flying Horseman" Universal, Von Stroheim — Excellent. "Son of the Sheik," with Rudolph Valentino—United Artists—Great, big business everywhere.

ST. CLAIR — "Hard Boiled," with Tom Mix—Fox. One of Tom's best. "The Boy Friend," with Marceline Day and John Harron, Metro-Goldwyn-Mayer. Interesting and entertaining.

YORK — "Tony Runs Wild," with Tom Mix — Fox. Another Fox success. "Son of the Sheik," with Rudolph Valentino—United Artists

COLLEGE — "Hard Boiled," with Tom Mix — Fox. "The Volga Boatman," with William Boyd — P.D.C. Continues to pack them in.

BEACH — "Fine Manners," with Gloria Swanson — Paramount — Great for Gloria's followers. "Miss Nobody" with Anna Q. Nilsson—First National. Anna Q. always a favorite.

CAPITOL — "Bigger Than Barnum's," with Viola Dana—F. B. O. Viola makes a hit and Ince puts over a circus that is "Bigger Than Barnum's." "La Boheme" with Lillian Gish—Metro-Goldwyn-Mayer. Charming adaptation of the opera with John Gilbert opposite Lillian.

ALHAMBRA — "Black Paradise," with Madge Bellamy and Edmund Lowe—Fox. Good entertainment. "The Great Deception," with Ben Lyon and Aileen Pringle — First National. Big climaxes. Goes over.

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DAYLIGHT SAVING ENDS

Daylight "shaving" ended in New York, Sept. 26th, and in Toronto, Sept. 21st. We can now go to bed at 12 knowing it is not 11 and stay in bed until eight, knowing that we must get, up because it is not really and truly 7 A.M.

"Lone Wolf" Columbia Feature Making Records

"The Lone Wolf Returns" which is being released in Canada, through Columbia Films, Louis Rosenfeld, General Manager for Canada broke, it is said the McVicker's Chicago record under its new policy. The California, Frisco, also reports a new record. The Metropolitan in Los Angeles stood them up.

"The White Black Sheep" For Richard Barthelmess

A corner of the great Arabian desert in Asia Minor has been transplanted to the Tec-Art studios where Sidney Olcott has commenced the production of "The White Black Sheep," an Inspiration picture for First National, starring Richard Barthelmess supported by Patsy Ruth Miller.

Associated Screen News Surrenders Its Charter?

The Canada Gazette, the official newspaper of the Canadian Government, issued September 25, announces that the Associated Screen News of Canada, Limited, with headquarters in Montreal, has given notice that it will apply for leave to surrender its charter and for an order directing its cancellation and fixing a date upon which the company shall be dissolved.

The Associated Screen News of Canada was organized in 1921, B. E. Norrish, former director of the Canadian Government moving picture studio at Ottawa, becoming its managing director. The company employed a staff of eight cameramen during the past summer in various parts of Canada for the shooting of topical, educational, industrial and scenic views. Mr. Norrish has intimated that an important announcement will be made shortly.

The personel of Associated Screen News includes Terry Ramsaye as editor while the cameramen have included: John Alexander, James Campbell, H. P. Bassett, J. B. Scott, E. W. Blackman, Roy Tash, Frank O'Byrne at Toronto and Harry Pollard at Calgary.

CONSTANCE TALMADGE and TULLIO CARMINATI
in a First National laughing success, "The Duchess of Buffalo."

SPORTS

By LIONEL HARPER

FAMOUS PLAYERS has become a name to conjure with in the world of sport. The movie men have stepped into the limelight within the past year and have become the sensation of seasons. With but two attempts in the realms of sport the athletes from the film country have landed two titles and have ended the season with the highest possible honors. The hockey club of last Winter were easy winners of their series in the Toronto Hockey League, "The Largest Hockey Organization in the World," and went right through to land the city laurels with very little trouble. Toronto ice enthusiasts styled them the wonder junior team of the year. They had the unique record of having only nine goals scored against them all season. The Famous sharpshooters tickled the twine well over the six score and ten.

Famous Players Champions.

The Famous Players Softball Club which won the championship of the Toronto Senior Industrial series by a wonderful victory over the Bell Telephone headed by Harry Sniderman, the "Iron Man" twirler who is reputed to be the best in softball circles in Ontario. Before meeting the Famous, the Bell Telephone were considered easy winners of the Ontario title. From this victory the movie men went on to triumph over the Durants, winners of the North Toronto Industrial League in easy fashion. Bell, the Famous twirler, had nineteen strike-outs during the eight innings. Elgins, twice city winners, were the next victims although they carried the picture lads into three games before they struck their stride and won by 8—0. With the victory went the City Championship, the Roth Eaton trophy presented by a local sportsman and the right to enter the Ontario playoffs. A finer exhibition of the game of Softball has never been seen in Toronto. The fans went home in bewilderment. Time after time the Famous infield left their feet and dived twice their length to capture line drives off the Elgin bats. The play was phenomenal.

(To be continued.)

Leonard Bishop in California

Leonard Bishop, former manager of the Regent Theatre, Ottawa, Ontario, who suffered a serious breakdown last June, left for California on September 18 where he will spend the winter with his mother and other relatives who reside in Los Angeles.

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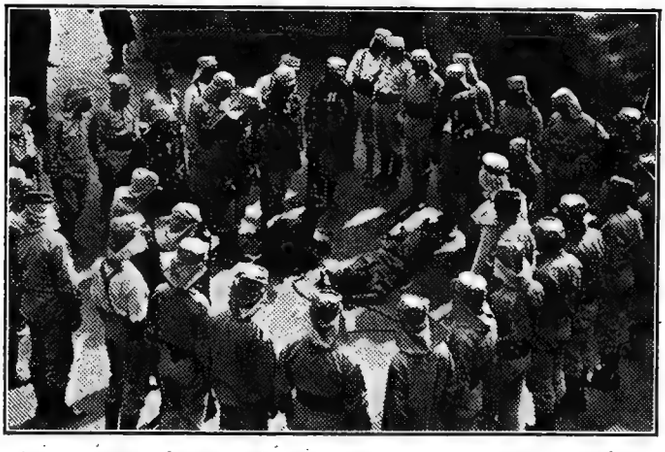
The Greatest Selling Myste

First of the

Season Rod



BEAU

One of the

15th BIRTHDAY GROUP

Paramount

FAMOUS-LASKY FIL

ST. JOHN - MONTREAL - TORONTO

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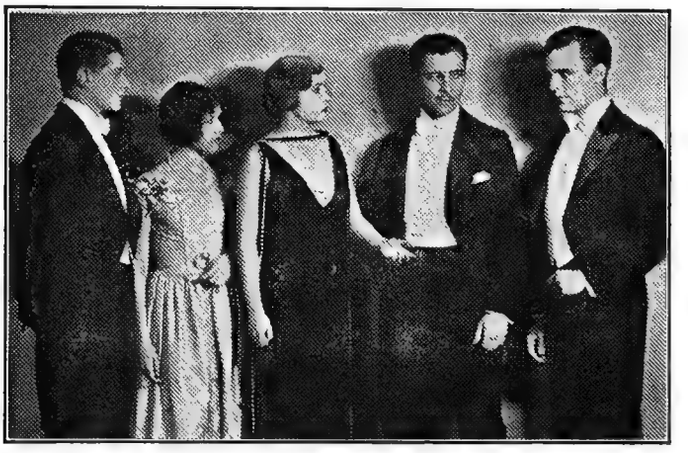
Novel of This Generation!

IG 1926-7
Show Pictures

ESTE

HERBERT
BRENON'S
amazing production with
RONALD COLMAN
(By arrangement with Samuel Goldwyn)
Alice Joyce - Neil Hamilton
Noah Beery - Mary Brian
William Powell - Norman Trevor
Ralph Forbes - Victor McLaglan

FROM THE NOVEL BY PERCIVAL C. WREN. ADAPTATION BY JOHN RUSSELL AND HERBERT BRENON. ~ ~ SCREEN PLAY BY PAUL SCHOFIELD



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SERVICE LIMITED
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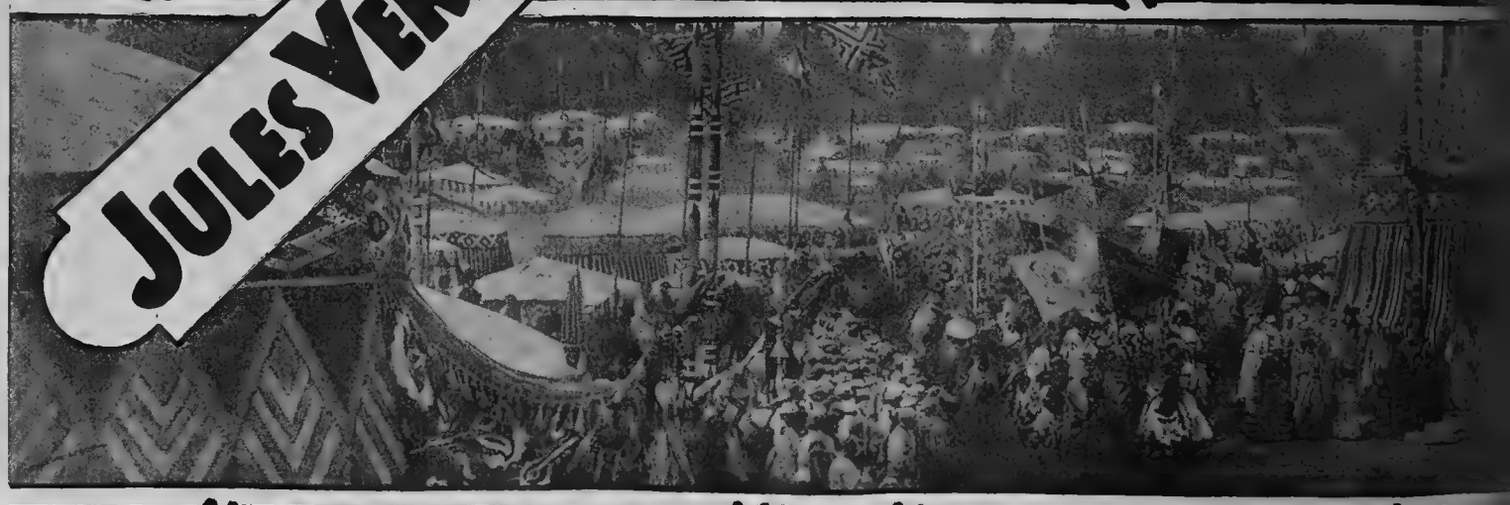
MICHAEL

JULES VERNE'S



M

A UNIVERSAL Film de France Triumph

Presented by

Carl Laemmle

Go gle

A MIGHTY gift to the box-offices of the world. The picture the WORLD has been waiting for. MILLIONS have yearned to see it. They said it was TOO BIG even for the screen. Here it is STUPENDOUS in size—awe-inspiring in beauty. THRILL piled upon THRILL. Destined to write SENSATIONAL new chapters in screen history. Book it NOW!

MIGHTY!

JIROGOFF

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Ray Lewis Monthly Reviews

"See No Evil" - "Hear No Evil" - "Speak No Evil"

Class A—B—C—D According to Their Drawing Power and Their Merit

CLASS A +

"BEN-HUR" *is Metro-Goldwyn-Mayer's* long proclaimed Masterpiece. A new epoch in motion pictures. Almost too titanic to grasp at one performance. The high lights in characterization appeal, are presented by Betty Bronson, who, as the Virgin Mary, is a picture; Ramon Novarro's Judah Ben Hur, a virile and sympathetic impersonation, a youth strong in character and spiritualized through the caprice of fortune.

May McAvoy, as the beloved of Ben Hur is appealing, while the desert sheik gave a spirited performance, as did also Francis X. Bushman as Messala. Carmel Myers as the Egyptian was fascinatingly seductive.

This is in truth a picture of stars; and what a long stretch since the first days of handling mobs. Fred Niblo, Ben Hur's director, might very well rest on his laurels with this picture.

Here is the spectacular, the sensational, Tragedy, Comedy, Romance; and all the thrills and "ills the flesh is heir to."

Of course the Chariot Race with its prancing Arabian steeds is the big climax of the picture which excites the audience to break out into repeated applause; and evince all the interest which the public expresses when favorites run neck and neck for some big sweepstakes.

But the story interest with its New Testament Christ threading its sheen through like a tapestry of silvery stars, is so simply poetical and reverent that its message does not fail to carry.

We must not forget the marine battle where the ramming of the ships occured wtih such thrilling effect, the tragedy of the galley slaves, the many processionals of laughter, gaiety, commerce, furnishing the interludes to the development of the story.

Here is a production which has placed itself as a citadel upon the heights of Motion Picture Endeavor. It is a tower towards which all directors and producers may turn their gaze for inspiration. The Mightiest of the Mightiest, and so with this tribute, I heal all the "pricks" I gave "Ben Hur," in its production stage. Goldsmith's immortal line, "Those who came to scoff remained to pray," includes me too. It is a magnificent gift to our Industry, Marcus Loew.

CLASS A

"NELL GWYN," a British National picture, released by *Famous Players,* and directed by *Herbert Wilcox* in which *Dorothy Gish* stars and is noticeably "It" all the time.

The outstanding feature of this production as it occured to me from its British angle, is the fact that the story spins along merrily without a wandering off into byways. In our American language, "it is snappy," and when one considers how quickly the eye registers an impression, one can understand that "snappiness" is most essential to the success of a production.

Dorothy Gish as "Nell Gwyn" has captured the personality of this delicious little vulgarian, who won the admiration and companionship of a king; and established a place for herself in the hearts of a world of people.

As a production, "Nell Gwyn" can take its place proudly with the best pictures, for British National Pictures has put its best foot forward. "Nell Gwyn" has given us a "dish fit to set before a king," somewhat underdressed, but who wants "a dressing" on caviar?

Randle Ayrton, as Charles, was excellent, as was also Juliette Compton as Lady Castlemaine.

* * *

CLASS ?

The TUNNEY-DEMPSEY Fight, an *Educational* release in four full reels is difficult to classify.

It is one of those timely features which are unquestionably Class A, as far as box-office draw a[illegible]ent is concerned.

Every bit of it is interesting, and those who travelled all the way to Philadelphia and sat through the rain to see the fight, unless they were outside of the ropes, must get a better view of what actually took place seeing this film.

The thrill of the bout is there; all the telling blows are registered as the careful eye of the camera has noted. Unquestionably from the very first round, Tunney showed form and Dempsey was outclassed, being an enthusiastic aggressive target for the blows which Tunney repeatedly delivered upon him.

The feminine gender is not supposed to know what constitutes a good boxer, but if you will watch Dempsey in the preliminaries which show him hitting the bag, you will notice that he does not seem to have the "guts," to hold his wind. His mouth opens to breathe, like a fish that is seeking the surface of the water for air. The camera gets this truer than would the eye watching Dempsey.

Take a look at Tunney, his bag-practice does not disturb in the slightest degree his regular respiration, which means that Tunney is hard around the diaphragm, the solar plexus region from which the stamina comes.

* * *

CLASS B

"THE DUCHESS OF BUFFALO," First National with Constance Talmadge. Unquestionably this picture is concentrated entertainment; and will draw for itself audiences, building up an excellent impression and a box-office record.

Constance Talmadge reminds me so much of Dorothy Gish and yet both of these comediennes are different. It is fortunate for us that we have two artists of their intelligence and ability. The Lord not having made Dorothy Gish a twin gave us Constance Talmadge to complete the picture. I don't know who was born first, but when we are hungry for more of Constance Talmadge's sense of humour, along comes Dorothy and appeases our hunger.

"The Duchess of Buffalo" has been made for laughter and for love. The ingredients for both have been skillfully compounded. Tullio Carminati as the lover was splendid, as was also the Grand Duke by Edward Martindel. Chester Conklin as the hotel proprietor was a "scream." And the Grand Duchess, who keeps her eye upon the Duke who has a "flair" for the fair of the feminine as played by Rose Dionne registered strongly.

The story deals with a dancer who finds fame and fortune plus love in Russia; and who encounters the traditional course in true love which "never runs smooth." Everything ends happily for the dancer and her lover. So we, the spectators are made happy also. Sidney Franklin directed with a sense of values.

(Reviews in Issue of Oct. 9th)

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Famous Players School Opened in Winnipeg

Under Direction Leila Auger (Mrs. H. M. Thomas)

The opening in Winnipeg recently of the dramatic, dancing and singing school or conservatory, under the direction of Leila Auger, recently of Toronto, Ont., (Mrs. H. M. Thomas) was largely attended; many students of stage art showing themselves the first day as anxious to be enrolled. This departure of the Famous Players Canadian Corporation, is an assured success from the start and will draw largely, from all the western centres, talent for the Canadian stage.

JAS. GRAINGER ARRIVES

Closes Fox Deal With N. L. Nathanson is Report

James Grainger, Fox's whirlwnd General Sales Manager, blew into Toronto last week-end and closing a deal on Fox product for all the Famous-Players circuit, left for New York to carry on another conquest.

Tunney-Dempsey Fight At Regent Ottawa

Manager Ray Tubman of the Regent Theatre, Ottawa, obtained considerable notice for the presentation of the Tunney-Dempsey fight feature of four reels as an added attraction to "La Boheme" during the week of September 27. He ran special advertising announcements on the sport pages of local newspapers and also secured news readers describing how the 10 prints of the fight film for Canada had been delivered to Ontario from Philadelphia by airplanes. The print for the Ottawa Regent had been expressed from Toronto to Ottawa on the Saturday night after being examined by the censors at Toronto.

President JOE BRANDT of Columbia Pictures, who has started his company off with real box-office values.

Toronto Star's Financial Page Headlines Pictures

The financial page of the Toronto Daily Star recently had a heading: "Motion Picture Company Shares Were the Strongest as a Group," referring to Wall St. stock market. The special to the Star mentions "as a group, the strongest were the shares of companies having to do with the Motion Picture Industry. Warner Bros, "A" had another sharp jump, and so did Fox Film "A." Pathe Exchange was in demand, and it took only a moderate amount of buying to put up Famous Players."

Walter Deering has refitted the old Monarch Theatre, Winnipeg, Man., and is running it as a first class house. Mr. Deering has had 25 years' theatrical experience in Winnipeg.

COL. COOPER LOSES HOUR DAYLIGHT SAVING

Col. J. A. Cooper, of Toronto, president of the Motion Picture Distributors and Exhibitors of Canada, got his fill of the confusion created by the observance of Daylight Saving Time in several cities of Eastern Canada when he made a business trip to Quebec and Eastern Ontario during a part of the week of September 20.

The City of Toronto had dropped the summer time arrangement on September 18 and Col. Cooper, like all other Toronto residents, had turned his watch back the hour. When he went to Montreal on September 22 he arranged a number of important appointments with film exchange executives and later in Ottawa, the Canadian Capital, with Canadian Government officials. He called around at several offices in good time according to his own watch and was rather mystified with the comment which he received, such as "You are rather late," or "Mr. So-and-So was expecting you and he has gone out" or "The man you want is now engaged."

Finally, by a straight declaration that he was exactly on time, Col. Cooper discovered that he was travelling exactly one hour slower than the local time.

Col. Cooper is now more of an opponent of the daylight saving idea than ever before and personally sympathizes with exhibitors in those cities which observe summer time for stated periods of the year.

S. R. O. FOR FIGHT

Manager Walter Davis secured the first of the Dempsey-Tunney fight pictures, the first few reels of Educational's series, for the Metropolitan Theatre, Winnipeg, Man., and stood them out for the time that he had them, in conjunction with his regular programme.

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Capitol, Winnipeg, Plays Three Big Features

Capitolians Giving Splendid Musical Programmes

The Capitol Theatre in Winnipeg has shown in the past three weeks three outstanding pictures. These are: "Mare Nostrum," "Sparrows" and "Nell Gwyn." Of the three, Mary Pickford's production was the most appreciated by the general public and drew large business to the leading theatre in Winnipeg. "Mare Nostrum," while an excellent undertaking, was only understood by a few, while "Nell Gwyn," a costume picture, had Dorothy Gish as star, who was fascinating and the whole production makes a decidedly splendid picture. The Capitolians which Manager H. M. Thomas, Divisional Manager, of the Capitol Theatre, has worked up to a high position, are inspiring the music lovers of the city with their beautiful programmes. All are well selected and the players are capably conducted by Earl Hill. The stage settings are unusually beautiful and the trip taken by the stage director, Norman Code, and the musical director, Earl Hill, to Chicago and New York ,has been rewarded with a much more artistic stage display than has been the feature in the past. No one in Winnipeg need fear to take visitors to the Capitol, for all come away with fine compliments for the management.

HENRY MORTON NAMES RIALTO, THE CARLTON

Henry Morton, who leased the old Rialto Theatre, Winnipeg, Man., and spent a few thousand dollars fixing it up, has renamed it the Carlton, after he had staged a contest to secure the best name. The winner in the contest receieved $50. This is the fifth theatre Mr. Morton has in Winnipeg, in suburbs and close to the downtown shopping area.

'BIGGER THAN BARNUM'S'

A touch of color was added to the front of the Imperial Theatre, Ottawa, for the presentation of "Bigger Than Barnum's" during the week of September 20 by Manager J. T. Moxley through the erection of a circus tent marquee over the entrance to the theatre. The canvas marquee bore wide, red stripes in circus style. The decoration, though inexpensive, made quite a change in the appearance of the theatre.

Harry M. Warner On Visit to Winnipeg

Gathering First Hand Information on Canada

A noted figure in the Motion Picture world in the person of Harry M. Warner arrived in Winnipeg on Sept. 25. Mr. Warner, who is president and founder of the Warner Bros. Pictures Inc., is making a pleasure trip across Canada, with his wife and two children and is making a point to stop at the various Canadian Metropolis so that he may carry back with him to the United States first hand opinions of Canada and Canadians.

Mr. Warner is a world wide traveller. Although he makes his home at Hollywood, California, so as to be in close touch with Warner Studios. He spends a great deal of his time in visiting the countries of the world. This is Mr. Warner's first trip through and incidentally the first time that the President of a national producing and distributing organization of the Motion Picture Industry has crossed Canada from Coast to Coast. On his arrival at New York, Mr. Warner is scheduled to leave for Europe and the Orient.

Mr. Warner in addition to being President of Warner Pictures Inc., is the sponsor of the new invention, The Vitaphone, which recently had its world premiere at Warner's Theatre, New York.

Representatives of the Motion Picture Industry in Winnipeg tendered a luncheon, at which Mayor Webb presided, to Mr. Warner in appreciation of the high plane on which he has placed Moving Pictures.

It is interesting to note that Mr. Warner entered the Motion Picture business in its infancy by opening a small store show in 1902, borrowing the chairs for his Nickleodeon from an undertaking parlour. Whenever there was a funeral in town, there was no show. He has come up from the ranks and is now one of the greatest factors in the Industry.

National Board of Review Selects "Amateur Gentleman"

"The Amateur Gentleman," the current First National release starring Richard Barthelmess, and "Subway Sadie," an Al Rocket production featuring Dorothy Mackaill and Jack Mulhall, have been honored by the National Board of Review by being selected for the photoplay guide of popular entertainment.

NEW YORK THEATRES

CAPITOL — "The Waning Sex," with Norma Shearer, Conrad Nagel; directed by Robert Z. Leonard —Metro-Goldwyn-Mayer.

RIVOLI—"The Campus Flirt," with Bebe Daniels—Paramount.

HIPPODROME — "For Alimony Only," with Leatrice Joy and Clive Brook; directed by William De Mille—P.D.C.

MARK STRAND — "Sparrows," Mary Pickford; directed by William Beaudine — United Artists.

CAMEO — "The Strong Man," with Harry Langdon—First National.

BROADWAY — "For Heaven's Sake," with Harold Llyod — Paramount.

ASTOR — "The Big Parade," with John Gilbert and Renee Adoree; directed by King Vidor — Metro-Goldwyn-Mayer.

EMBASSY — "Ben Hur," with Ramon Novarro and May McAvoy; directed by Fred Niblo — Metro-Goldwyn-Mayer.

COLONY — "One Minute to Play," with "Red" Grange—F.B.O.

CRITERION — "Beau Geste," with Ronald Colman, Noah Beery, Alice Joyce—Paramount.

WARNERS — The Vitaphone, also "Don Juan," with John Barrymore —Warner.

CENTRAL — "The Scarlet Letter," with Lillian Gish; directed by Victor Seastrom — Metro-Goldwyn-Mayer.

LOEW'S LEXINGTON — "Fine Manners," with Gloria Swanson—Paramount; "Nell Gwyn," with Dorothy Gish—Paramount; "Padlocked," Lois Moran—Paramount. "Lo Boheme," with Lillian Gish.

LOEW'S NEW YORK — "So This Is Paris," Monte Blue—Warner; "Fine Manners," Gloria Swanson — Paramount; "Almost a Lady," with Marie Prevost—P.D.C.; "The Forlorn River," with Jack Holt — Paramount.

LOEW'S STATE — "Fine Manners," with Gloria Swanson — Paramount; "La Boheme," with Lillian Gish — Metro-Goldwyn-Mayer.

OLYMPIA — "The Great Deception," with Ben Lyon—First National; "Bigger Than Barnum's," with Viola Dana—F.B.O.

PLAZA — "The Son of the Sheik," with Rudolph Valentino — United Artists; "The Sea Wolf," with Ralph Ince—Warner; "The Speeding Venus," with Priscilla Dean— "The Family Upstairs," Virginia Valli—Fox.

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NO JURISDICTION OVER GEORGE BERNARD SHAW

The New York courts ordered that they had no jurisdiction over George Bernard Shaw, who is a subject and resident of Great Britain. Therefore, Supreme Court Justice Guy granted Shaw's application to set aside the service of papers on him in London, relative to suit restraining Shaw from interfering with the sale of Jesse A. Levinson's World Film rights of "Chocolate Soldier," based upon Shaw's "Man and Superman." Mr. Levinson's rights included world rights, a portion of which could only be construed as New York rights. The claim was based, according to Justice Guy's decision, on property not specific at the present time. The disposal by Mr. Levinson of the World Film rights to "The Chocolate Soldier" may be open to litigation, if Shaw, or others should be interested.

Father of Harold Lloyd Visits Winnipeg

Winnipeg had a visitor of film importance in the person of J. Darbil Lloyd, father of our great comedian, Harold Lloyd. It was Harold's father who gave him his first start in pictures, when Harold was 14. The picture was "Tess of the D'Urbevilles."

WILL HAYS FOSTERS FILM LIBRARY MOVE

Canada Should Form Her Library Also.

Will H. Hays is fostering a movement to organize a library of moving pictures, schools, colleges, churches are becoming interested in movies from their educational value and an effort should be made, believes Mr. Hayes, to provide them with a source of supply to which they can refer when necessary.

Apropos of Mr. Hay's proposal, the Smithsonian Institute at Washington will hold for posterity a negative of Universal's "Uncle Tom's Cabin." The Widener Library at Harvard have a print of "The Big Parade." Canada could have a good start with a library of the splendid war films which were, and are being made in Canada, together with those the government at Ottawa; and our Ontario Trenton Studio are producing.

Ted Gould Recovering

Ted. Gould, manager of Regal Films, Winnipeg, Man., has undergone an operation on his throat, and is recovering his good health again, although the operation was a serious one.

FRANCIS X. BUSHMAN "THE LADY IN ERMINE"

Francs X. Bushman, long famous on the motion picture screen, has been engaged by E. M. Asher for one of the two principal male roles in support of Corinne Griffith in her next First National starring vehicle, "The Lady in Ermine." The other principal is Einar Hanson, who gained fame as a star on the European stage and screen.

HOWARD EMMET ROGERS RETURNS FROM CALGARY

J. Clarkson Miller and Rogers Adapted "The Canadian."

J. Clarkson Miller and Howard Emmet Rogers, of New York, motion picture scenario writers, were in Winnipeg, Sept. 25, on their way home from Calgary, where they watched the start of the "shooting" of the new picture they adapted for Thomas Meighan. The play is "The Canadian" adapted from Somerset Maugham's "The Land of Promise." Mr. Rogers, who is a well known dramatist, adapted "Tin Gods" for Mr. Meighan fro ma play by W. A. Maguire. The star is very enthusiastic about Canada, they said, and this is the second time he has used the Canadian Rockies for "location."

Loew Circuit Books Patheserial "Snowed In"

"Snowed In," Pathe's thrilling outdoor serial featuring Allene Ray and Walter Miller, has been booked by the Loew Circuit for 18 of their houses.

Unique Theatre, St. John Loaned by F. G. Spencer

The Unique Theatre recently was loaned to the St. John Medical Society for an instructive lecture given by Sir Henry Gauvain of Alton, Hampshire, England, of The Lord Mayor Treloan Cripples Hospital. Mr. F. G. Spencer is always most ready to lend his aid in any effort for the betterment of health measures and the large number of members of the Medical Society who attend this lecture and viewed the pictures illustrative of it were most appreciative of his kindness.

Tabloid Musical Comedy

The Capital Theatre, Ottawa, Ontario, which has re-opened under the management of James T. Moxley, has adopted the policy of presenting musical comedy tabloid shows along with the moving picture programmes, changes being made weekly. The music acts are booked from the Gus Sun offices.

One of the tense scenes in which Louise Dresser gives a masterful performance, in Warner's big feature, "Broken Hearts of Hollywood."

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Twinkle, twinkle, little star,
Your picture tells me who you are,
Metro-Goldwyn-Mayer players
Of sparkling quality.

To the left of this "twinkling group" we find Claire Windsor and Conrad Nagel caught in the whirl of "Dance Madness."

To the right Joan Crawford being taught by Douglas Gilmore how to Charleston a la Duo.

Above—Greta Garbo, calls, "a horse, a horse, my kingdom for a horse," and the horse salaams to Greta's call. We see her as "The Temptress," another role as fascinating as the one in Ibanez's "The Torrent," in which she made her American debut.

Below centre we find Monta Bell, director of "The Torrent," a Metro-Goldwyn-Mayer feature, directing the lovely Swedish star, Greta Garbo, in how "to strum the guitar" in Spanish style.

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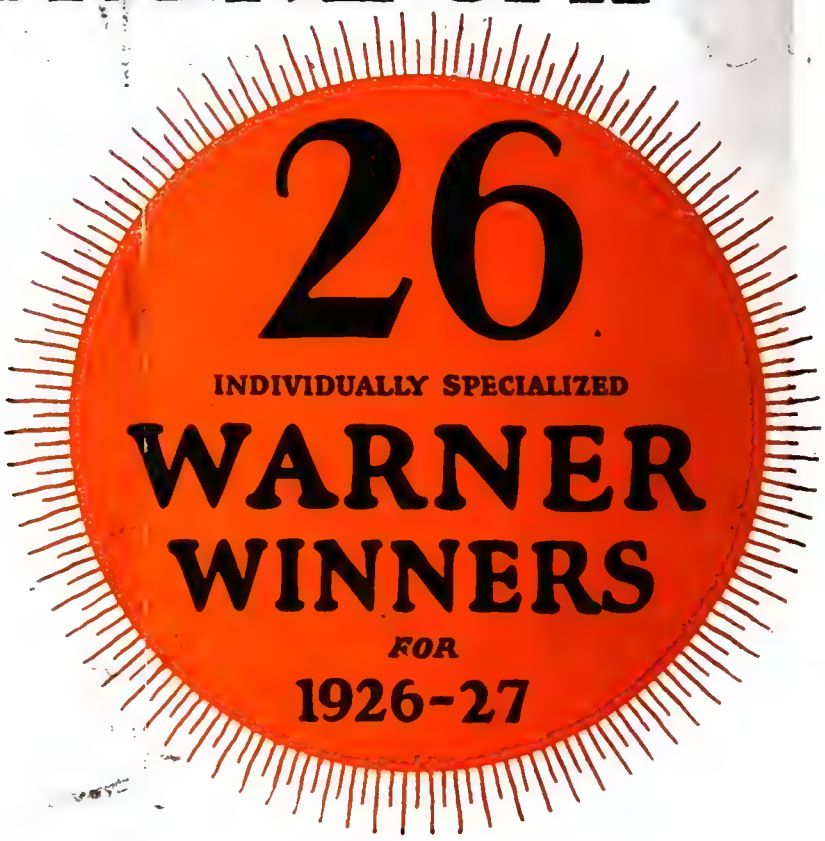

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Exhibitors' Year With WARNER WINNERS

Bourget Theatre Montreal, Que.
Premier Theatre, Sherbrooke, Que.
Capitol Theatre, Hull, Que.
Auditorium Theatre, Quebec, Que.
Imperial Theatre, St. Johns, Que.
Princess Theatre, Yorkton, Sask.
Columbia Theatre, Vermillion, Alberta.
Dreamland Theatre, Medicine Hat, Alta.
Furby Theatre, Winnipeg, Man.
Arlington Theatre, Winnipeg, Man.
Victoria Theatre, Saskatoon, Sask.
Savoy Theatre, Moose Jaw, Sask.
Playhouse Theatre, Victoria, B. C.
Langer's Circuit (6 theatres)—
Vancouver, B.C.
Globe Theatre, Vancouver, B.C.
Russell Theatre, Glace Bay, N.S.
Alexander Hall, Lunenberg, N.S.
Strand Theatre, New Waterford, N.S.
Strand Theatre, Springhill, N.S.
Queen Theatre, St. Stephens, N.B.
Opera House, Grand Falls, N.B.
Opera House, Newcastle, N.B.
Nickel Theatre, St. Johns, Nfld.
Madison Theatre, Toronto, Ont.
Danforth Theatre, Toronto, Ont.
Crown Theatre, Toronto, Ont.
Dundas Playhouse, Toronto, Ont.
Christie Theatre, Toronto, Ont.
Odeon Theatre, Toronto, Ont.
Iola Theatre, Toronto, Ont.
Tivoli Theatre, Hamilton, Ont.
Empire Theatre Hamilton, Ont.
Queens Theatre, Hamilton, Ont.
Regent Theatre, Hamilton, Ont.
Columbia Theatre, St. Thomas, Ont.
King George Theatre, St. Catharines, Ont.
New Martin's Theatre, Oshawa, Ont.
Imperial Theatre, Ottawa, Ont.
Grand Theatre, Welland, Ont.
Orpheum Theatre, Sault Ste. Marie, Ont.
Princess Theatre, Sudbury, Ont.
Royal Theatre, North Bay, Ont.
Opera House Theatre, Owen Sound, Ont.
Strand Theatre, Montreal, Que.
Midway Theatre, Montreal, Que.
Electra Theatre, Montreal, Que.
Maisonneuve Theatre, Montreal, Que.
Dominion Theatre, Montreal, Que.
Rialto Theatre, Montreal, Que.
Plaza Theatre, Montreal, Que.

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Vol. 18, No. 23. TORONTO 2, CANADA October 9th, 1926

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A BOOKING GUIDE TO THE BIGGEST MONEY MAKERS OF 1926-27.

PRODUCTION	BOX OFFICE HIGHLIGHTS	DATES BOOKED
ALOMA of the SOUTH SEAS	GILDA GRAY in Maurice Tourneur Prod. With Percy Marmont, Warner Baxter, Julanne Johnston, Wm. Powell. South Sea love drama.	
PADLOCKED	Allan Dwan Prod. of Rex Beach Cosmopolitan Magazine story. With Lois Moran, Louise Dresser, Noah Beery.	
FINE MANNERS	GLORIA SWANSON in same type of picture as "Manhandled." Supported by Eugene O'Brien. Directed by Richard Rosson.	
THE SHOW-OFF	Broadway stage hit. Malcolm St. Clair Prod. With Ford Sterling, Lois Wilson, Louise Brooks, Gregory Kelly.	
FASCINATING YOUTH	Sam Wood Prod. With Junior Stars of 1926. By Byron Morgan. Exploitation smash.	
MANTRAP	Victor Fleming Prod. of Sinclair Lewis' Colliers' Weekly serial and best-selling novel. With Ernest Torrence, Clara Bow, Percy Marmont.	
TIN GODS	THOMAS MEIGHAN special. With Renee Adoree, Aileen Pringle, all-star cast. Broadway stage success. Allan Dwan Prod.	
NELL GWYN	DOROTHY GISH in story of orange girl who vamped a King. British National Pictures Ltd., Prod. Directed by Herbert Wilcox.	
VARIETY	Ran for 11 weeks at Rialto, N. Y., to average weekly business of over $30,000. With Emil Jannings and Lya de Putti. Ufa Prod. The sensation of the season!	
DIPLOMACY	Marshall Neilan Prod. of famous play. With Blanche Sweet, Neil Hamilton, Arlette Marchal, Matt Moore, Gustav von Seyfferitz, Earle Williams.	
YOU NEVER KNOW WOMEN	FLORENCE VIDOR in American "Variety." With Lowell Sherman and Clive Brook. Directed by Wm. Wellman.	
HOLD THAT LION	DOUGLAS MacLEAN'S fastest, funniest comedy. Directed by Wm. Beaudine. Cast includes Walter Hiers, Constance Howard.	
FORLORN RIVER	Zane Grey Western with Jack Holt, Raymond Hatton, Arlette Marchal, Edmund Burns. Directed by John Waters.	
KID BOOTS	EDDIE CANTOR in Ziegfeld comedy hit. With Clara Bow, Billie Dove and Lawrence Gray. Frank Tuttle Prod.	
THE CAMPUS FLIRT	BEBE DANIELS in college comedy-drama. With James Hall, El Brendel, Chas. Paddock. Clarence Badger Prod.	
THE QUARTERBACK	RICHARD DIX in THE college football picture of the year. With Esther Ralston. Directed by Fred Newmeyer.	
THE GREAT GATSBY	Herbert Brenon Prod. of F. Scott Fitzgerald novel and Owen Davis play. With Warner Baxter, Lois Wilson, Neil Hamilton, Georgia Hale.	
YOU'D BE SURPRISED	RAYMOND GRIFFITH in merry, mystery-comedy. With Dorothy Sebastian and Earle Williams. Directed by Arthur Rosson.	
SO'S YOUR OLD MAN	W. C. FIELDS with Alice Joyce and Charles Rogers. Gregory La Cava Prod. From Julian Street's prize-winning story.	

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A Booking Guide to The Biggest Money Makers of 1926-7

PRODUCTION	BOX OFFICE HIGHLIGHTS	DATES BOOKED
EAGLE OF THE SEA	Big Frank Lloyd sea special with Florence Vidor and Ricardo Cortez. From novel, "Captain Sazarac" by Charles Tenney Jackson.	
LADY OF THE HAREM	Ravishing beauty-love special. Ernest Torrence, Gretta Nissen, Wm. Collier, Jr., Louise Fazenda. Raoul Walsh Prod.	
THE ACE OF CADS	ADOLPHE MENJOU in Michael Arlen story. With Alice Joyce and Norman Trevor. Directed by Luther Reed.	
THE CAT'S PAJAMAS	Love-comedy starring Betty Bronson and Ricardo Cortez. With Arlette Marchal and Theodore Roberts. Story by Ernest Vajda. William Wellman Prod.	
WE'RE IN THE NAVY NOW	Wallace Beery and Raymond Hatton in the "Behind the Front" of the navy. Comedy cast includes Chester Conklin. Edw. Sutherland Prod.	
EVERYBODY'S ACTING	Marshall Neilan Prod. of Neilan's original story. With Betty Bronson, Ford Sterling, Louise Dresser, Lawrence Gray, Henry Walthal, Raymond Hitchcock.	
LET IT RAIN*	Snappy MacLean comedy. Director to be announced later.	
THE CANADIAN	THOMAS MEIGHAN. From play by W. Somerset Maughan, author of "Rain." Directed by William Beaudine.	
THE POPULAR SIN	FLORENCE VIDOR in Malcolm St. Clair Prod. With Clive Brook, Phillip Strange, Greta Nissen. Story by Monta Bell. Luxurious comedy.	
STRANDED IN PARIS	BEBE DANIELS as a New York girl stranded among the frisky French. Directed by Arthur Rosson.	
LOVE 'EM AND LEAVE 'EM	Comedy hit of stage. With Lois Wilson, Louise Brooks, Lawrence Gray, Ford Sterling. Frank Tuttle Prod.	
PARADISE FOR TWO	RICHARD DIX in comedy produced by Gregory La Cava, director of "Let's Get Married" and "Womanhandled."	
BE YOURSELF*	RAYMOND GRIFFITH in great comedy produced by James Cruze.	
MAN OF THE FOREST	Zane Gray special. With Jack Holt and Margaret Morris. Directed by John Waters.	
WILD MAN OF BORNEO*	Starring W. C. FIELDS. Cast and director to be announced.	
THE HEAD WAITER*	ADOLPHE MENJOU starring in sophisticated love-comedy along the lines of "Grand Duchess and the Waiter."	

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Ray Presents

"IT MUST BE LOVE" — First National's Colleen Moore big success, still has Toronto picture fans enthusing over the jollity and real qualities of the story.

On our review page you have our opinion as to its qualifications, but we cannot help repeating ourself when we realize that it is the simple, natural, daily things of life, which make life worth while; and stories like "Delicatessen," from which "It Must Be Love" has been adapted, dealing in events which happen daily, such stories furnish our Industry with its real hits.

* * *

Lt. Col. L. C. Amery, Secretary of State for Dominion Affairs, London, stated that the £1,000,000 a year grant by the government "for the encouragement of the marketing of Empire produce," in lieu of tariff preferences would be mainly spent in publicity and research.

Moving Pictures and broadcasting will be part of the advertising scene, in conjunction with mammoth posters.

* * *

COL. CLARKE, of Cranfield and Clarke, is in Toronto, so is R. J. Romney, from St. John, and George A. Balsdon, of Montreal.

Conferences behind closed doors. An interview with Col. Clarke promises a big story, but all the cross-examinations in the world will not make the chief, or his chiefs disclose what plans are being completed.

However, having a nose for prophecy, I invoke the Ghost of Samuel to arise, and that saintly seer methinks whispers of a theatre chain, for the presentation of British pictures, across Canada.

Don't take Samuel's word for it, he may not have been feeling well; and I hadn't the time to follow the admonishment, "Try the Spirits."

(Continued on Page 8)

Unpopularity

THE first International Motion Picture Congress, meeting in Paris, has as its reported motive, an altruistic urge towards the uplift of the Film Art, but reports are to the effect that the European picture representatives, especially France and Germany, are endeavoring to form a European combination against what they term the American Film Monopoly.

The American Picture Industry appears to have declined to take any official part in the Congress, although the Hays' Organization sent the astute Charles Pettijohn as a silent emissary of peace.

The selection is a good one, since Charles is particularly strong, as I have occasion to know, in making belligerent interests unglove their Mailed Fists.

The Saturday Evening Post, June issue, had an interesting editorial, analyzing the problem of America's unpopularity.

Significant among the passages was this information. "We are not popular, we may as well accept the fact for what it is worth. That unpopularity is not based on fundamental grounds. It is not permanent. But there is no denying it."

"If anyone is used to scanning the foreign press, our unpopularity is apparent---The official world knows it from its reports, the unofficial world gleans it from the cables and the mouths of travellers."

The European unpopularity of American Pictures officially; for the public persists in paying to see them; and persists in being entertained by them, is an occasion for tact, or statesmanship, for patience and tolerance towards attacks.

It may not be the Picture Industry of America which has brought on the onslaught, but the Industry suffers for the unpopularity of America generally.

Let us also consider that it was America which exploited the Motion Picture Industry so successfully that all nations want to "stick in their thumb and pull out a plumb, and say what a good boy am I." That is only natural, a human instinct.

The American Picture Industry should recognize natural instincts which are as evident in Commerce as they are in the flesh; and "cut their Film cake," or pudding accordingly.

Ray Lewis

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Ray Presents

(Continued from Page 7)

When Jack Johnson was champion, his mother was quoted as saying, "Ma boy is bringin' home the bacon."

Educational in its Tunney-Dempsey four-reel feature of the Sesqui bout and Pathe in its "Tunney of the Marines" serial can surely be heard singing, if one is to judge by box-office reports, "Ma boy is bringin' home the whole hog."

* * *

WHICH makes us wonder if Motion Picture stars are born, or made. It has always been said that "actors are born." Fighters are supposed to belong to a Cauliflowered-ear species, born that way, but the success of "Red" Grange in F.B.O.'s, "One Minute to Play," the gridiron favorite, the success of prize-fighters, such as Tunney, Dempsey, on the screen, Gentleman Jim Corbett, on the stage, not forgetting that loose-jointed Bob Fitzsimmons, who appeared so successfully upon the stage also; and even made an actress out of one of his wives, makes me wonder if there is a great deal to the "making process" after all.

* * *

WHICH again brings to my mind an editorial I recently read in Theatre Magazine which objected to Warner Bros. advertisement of John Barrymore as the "greatest actor in the world."

Of course the world is a pretty large territory, but one cannot help but admire the Warner Bros. enthusiastic belief in the superiority of their great star.

But even though I have not had the opportunity to compare John Barrymore's work with the histrionic ability of all nations, still I have had an opportunity to witness the "Hamlet" of Sir John Forbes-Robertson, Charles Hanford, lesser "legits," in my adult age, greater "legits" in my age of growing up; and Barrymore's "Hamlet" certainly holds its own, a shade better perhaps than the greatest.

We, therefore, take exception to the "Theatre" rating, which classifies Barrymore only as a good actor. Our friend Hornblow must have had a touch of gout.

* * *

In the Annual Report of the French Anti-Kiss League, 40,000 *germs of sickness, it is reported, with possible fatal results, can be transmitted through one single stingy kiss; and our Industry's players which give trillions of kisses, for where is there a feature reel which does not reel a kiss? Our players evidently kiss the germs away, for they live to kiss and kiss another day.*

* * *

The Diwan of Cochin, in one of his many addresses, emphasized the importance of establishing a friendly relationship between the women of various nations. He pleaded for the fullest understanding between the women of India and Canada, which country he is visiting, stating that the women influence the "male of the species."

Our exhibitors know that a picture which pleases the women, gets a male box-office draw also.

* * *

Members of the M. P. T. O. A. are doing some joint advertising of pictures, under the heading Community Theatres, name of theatres given, specification that they are members of the M. P. T. O. A., and the name of picture which is being released.

An interview with Roy O'Connor, Manager of the Prince of Walse Theatre, Toronto, and a member of the Board, disclosed the fact that it was the intention to follow out this policy of putting over Independent pictures which were not able to secure a downtown First Run.

LILLIAN GISH

who has added a new star to her starry crown in Metro-Goldwyn-Mayer's "The Scarlet Letter."

Toronto Theatres

REGENT — "Stella Dallas," with Belle Bennett, Ronald Colman, Alice Joyce, Lois Moran and Jean Hersholt — United Artists. Belle Bennett big favorite — excellent business.

PRINCESS — "Ben Hur," Ramon Novarro and May McAvoy — Metro-Goldwyn-Mayer. Fourth week to S. R. O. business.

TIVOLI — "So This Is Paris," with Monte Blue and Patsy Ruth Miller Warner. A laughing hit — good draw — distinctively Lubitsch.

LOEWS — "Battling Butler," with Buster Keaton — Metro-Goldwyn-Mayer. Laughing hit — excellent box-office tonic.

UPTOWN — "The Midnight Sun," with Laura La Plante and Pat O'Malley — Universal. Big picture—good business.

PANTAGES—"Young April," with Joseph Schildkraut and Bessie Love —Regal P.D.C. Good and attracting business.

Neighborhood Theatres

PALACE—"Bigger Than Barnum's" Vialo Dana—F. B. O. Going over great. "Black Pirate," Douglas Fairbanks — United Artists. Unusual box-office draw.

ST. CLAIR — "Bigger Than Barnum's," Viola Dana—F. B. O. "Paradise," Milton Sills and Betty Bronson — First National. Very pleasing—drawing well.

YORK — "The Sporting Lover," Conway Tearle — First National. Good entertainment. "Fine Manners," with Gloria Swanson—Paramount. Real Gloria Favorite.

COLLEGE "Son of the Sheik," with Rudolph Valentino — United Artists. Big. "The Show-Off," Ford Sterling—Paramount. Big.

BEACH — "The Penalty," with Lon Chaney — Metro-Goldwyn-Mayer. Creating excellent impression. "The Sea Beast," with John Barrymore Warner. As good as ever and then some.

CAPITOL — "Hard Boiled," with Tom Mix—Fox. Real Tom Mix hit. "Son of the Sheik," with Rudolph Valentino — United Artists.

ALHAMBRA — "Bigger Than Barnum's," with Viola Dana—F. B. O. "Paradise," with Milton Sills and Betty Bronson — First National.

PARKDALE — "Son of the Sheik" with Rudolph Valentino — United Artists. "Tin Gods," with Thomas Meighan—Paramount. Good.

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FOX says write your own ticket this season

FIG LEAVES

Modern Eve Revolts Against Love Without Luxury

with

GEORGE O'BRIEN - OLIVE BORDEN

PHYLLIS HAVER - ANDRE DE BERANGER - CHARLES CONKLIN - EULALIE JENSEN

Story by Howard Hawks — Scenario by Hope Loring and Louis Lighton

HOWARD HAWKS *Production*

THE FAMILY UPSTAIRS

What Happens Behind the Closed Doors of Half the Homes in America

with

VIRGINIA VALLI - ALLAN SIMPSON - J. FARRELL MacDONALD

Based on the play by HARRY DELF — *Scenario by* L. G. RIGBY

J. G. BLYSTONE *Production*

"MARRIAGE LICENSE?"

A Woman's Love Story

with ALMA RUBENS

WALTER PIDGEON — WALTER McGRAIL — RICHARD WALLING

EMILY FITZROY — CHARLES LANE — LANGHORNE BURTON

Based on "The Pelican" Stage play by F. Tennyson Jesse and H. M. Harwood. Scenario by BRADLEY KING

FRANK BORZAGE *Production*

3 Bad Men

Based on Herman Whitaker's novel "OVER the BORDER" — The romance of a girl in the land of promise — Civilization marches West — Homeseekers in search of gold, liberty and happiness — Cast of 25,000 with —

GEORGE O'BRIEN - OLIVE BORDEN

J. FARRELL MacDONALD - TOM SANTSCHI - FRANK CAMPEAU

LOU TELLEGEN - ALEC B. FRANCIS - PRISCILLA BONNER *and the* PRAIRIE BEAUTIES

JOHN FORD *Production*

The BLUE EAGLE

A Fighting Drama of Adventure, Courage, Loyalty, and Strength on the High Seas

with

GEORGE O'BRIEN

JANET GAYNOR - MARGARET LIVINGSTON - WILLIAM RUSSELL

DAVID BUTLER - ROBERT EDESON - RALPH SIPPERLY

and "JERRY the Giant"

From the Story "The Lord's Referee" by GERALD BEAUMONT — *Scenario by* L. G. RIGBY

JOHN FORD *Production*

WOMANPOWER

Revealing the secret of Woman's Age-Old Influence Over Man

with

RALPH GRAVES - KATHRYN PERRY - MARGARET LIVINGSTON

LOU TELLEGEN - WILLIAM WALLING - RALPH SIPPERLY

Based on HAROLD MacGRATH'S *story* "YOU CAN'T ALWAYS TELL"

HARRY BEAUMONT *Production*

The Lily

Should a woman forswear the one love of her life?

Based on the Stage Success adapted and presented by David Belasco from the Drama by Pierre Wolfe and Gaston Leroux

with

BELLE BENNETT - IAN KEITH - REATA HOYT

RICHARD TUCKER - JOHN ST. POLIS - JAMES MARCUS

Scenario by EVE UNSELL - VICTOR SCHERTZINGER *Production*

THE MIDNIGHT KISS

Based on JOHN GOLDEN'S *stage hit* PIGS

By Anne Morrison and Patterson McNutt

Will bring home the bacon

with

JANET GAYNOR - RICHARD WALLING - ARTHUR HOUSMAN - GLADYS McCONNELL

Scenario by ALFRED A. COHN — IRVING CUMMINGS *Production*

By this time you must be well aware of the fact that in the FOX line-up for 1926-27 you get real hits—and by real hits we mean hits that register on the right side of your ledger!

Here's 8 of 'em, One a Giant!

they're all WINNERS!

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"Gosh darn it," they're saying, "it must be a disease, but it ain't catching 'cause none of the others have it!"

No, it's not a disease---it's just a condition brought about by having the best brains money can buy behind the production forces---directors who are showmen--who build pictures to fit the box office--stars who mean something to the public and who are qualified to interpret the roles assigned to them--those are the factors that make possible First National's leadership of this industry and give to exhibitors a dividend paying picture every week of the year.

No Sir! It's not a disease--it's a mighty healthy condition!

And now comes the sixth

***EVERY WEEK* FIRST**

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Any of you boys without a Banner Group Contract - - - Read 'em and weep!

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KAILL
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CENTRE THEATRE

FIRST NATIONAL PICTURES

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MR A GORMAN
FIRST NATIONAL PICTURES MONTREAL QUE

OPENED YESTERDAY WITH MISMATES AT THE EMPIRE TO TREMENDOUS BUSINESS WE STARTED OUR EVENING PERFORMANCE WITH S R O AND JAMMED THEM IN FOR THE SECOND SHOW COMMENCE VERY GOOD EVERYBODY LIKED THIS PICTURE VERY MUCH SOME SAID IT IS THE BEST PICTURE FOR A LONG TIME CONTINUE TO GIVE PICTURES LIKE MISMATES AND AM POSITIVE THEY WILL BE WORTH GOLD

J C BERNIER
EMPIRE THEATRE

ight smack at the bulls-eye

ATIONAL *DELIVERS!*

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"YOUNG APRIL"

THE CROWN PRINCE

loved this pretty girl, but he did not know she was a Grand Duchess, nor was she aware of his identity until — A charming picture story of young love and high comedy — the wonderful and appealing romance of a young April fool who pawned his royal crown for a final fling at Paris, and of a beautiful maid he loved and lost, then kidnapped — A picture as refreshing as a soft summer's breeze.

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A cinema cocktail brimming with romance and sparkling with rich and wholesome comedy.

with JOSEPH SCHILDKRAUT — BESSIE LOVE
and RUDOLPH SCHILDKRAUT
a DONALD CRISP *production*
adapted by JEANIE MACPHERSON *and* DOUGLAS DOTY
From the novel by EGERTON CASTLE
Supervised by WILLIAM SISTROM *Directed by* DONALD CRISP
Produced by DE MILLE PICTURES CORPORATION

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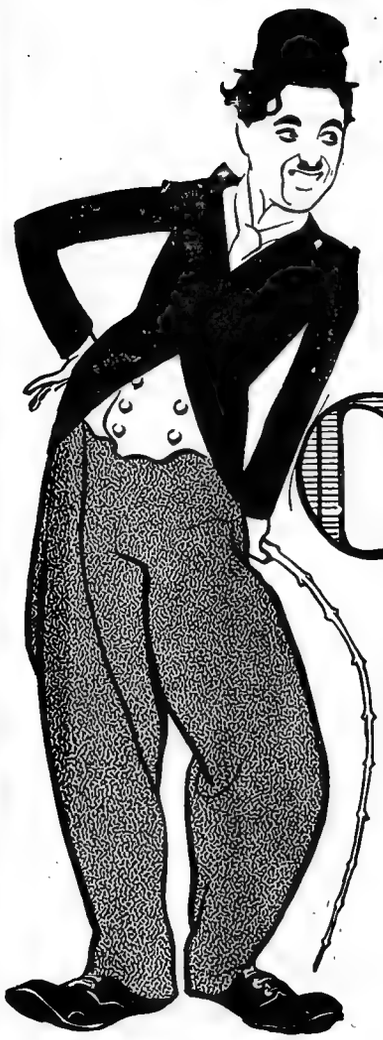

It Is to Laugh

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Charlie Chaplin
in
A Dog's Life

Pathépicture

The Greatest 3 - reel Comedy in the History of the Industry.
New Prints, New Advertising Accessories, but the same old Chaplin.

STILL SOME OPEN DATES ON

Gene Tunney

WORLD'S CHAMPION
HEAVYWEIGHT,
in—

A Smashing
10-Episode
"Pathe Serial"

"The Fighting Marine"

Here's How It Cleaned Up in Ottawa—Read This Wire!

H. V. O'CONNOR, REGAL FILMS, TORONTO.

Gene Tunney in "Fighting Marine" opened at Capitol, Monday, Sept. 20, for solid week and broke all house records stop Second episode repeated on 27th to still greater business at matinee and evening performances stop Draws like a mustard plaster stop First time serial has ever played uptown for years stop Best regards.

H. O'REGAN.

Regal Films Limited

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Ray Lewis Monthly Reviews

"See No Evil" - "Hear No Evil" - "Speak No Evil"

Class A—B—C—D According to Their Drawing Power and Their Merit

CLASS B

"IT MUST BE LOVE," First National's Saturday Evening Post "Delicatessen" story. Ha! Ha! Ha! I am still laughing at the merry vehicle furnished Colleen Moore, the star, who gets a real part for a change.

The story is simple, that is why it is so true to life. A "Delicatessen" proprietor of the old German school, is busy saving money, forgetful that youth wishes to dance and love; and longs for the Sunshine and Glamour of Youthful environment.

There is an arrangement to marry this one and only daughter off to a sausage maker. "Halitovsky," which the title explains is Russian for Halitosis.

"Even his best friends will not tell him" that his persistent garlic-eating taints the fragrancy of his breath. But the daughter gets away from "Halitosis" and "Delicatessen" only to meet her "heart's desire," who has saved up enough money to buy out her father's shop, when that stubborn parent at last has arranged to give his one and only daughter a different environment in a bungalow which he is building. Love makes the "Delicatessen" shop smell like a perfumery.

So the daughter remains as mistress of the shop, while the father exclaims "I Gif Up," not knowing that "love is blind and lovers cannot see the follies they themselves commit." The father by Jean Hersholt is a portrait study of just such a type.

Colleen was her old, young self and rekindled her former appeal, as the flapper-daughter. Malcolm McGregor as the lad was also excellent.

A picture of this calibre sends everyone away from the theatre with a boost for motion pictures. May we have many more like them.

* * *

CLASS B

"YOU NEVER KNOW WOMEN" is a *Famous* picture with *Florence Vidor* of the gentle grace and queenly dignity. To give you full measure, Florence Vidor's work is always enough to hold your interest, *Clive Brooks* gives a characterization which is outstanding. The story resembles "Variety" somewhat in its complexes, that is in the marital complications which present themselves. The principals are show people also. "You Never Know Women" is a distinctive picture which will add prestige to any theatre presenting it.

CLASS B

"SO THIS IS PARIS," Warner Bros.-Lubitsch fascinating domestic drama with its many complexes and triangles has its first release at the Tivoli, Toronto. The story is cosmopolitan, no, not a magazine title, but cosmopolitan in that it has a worldly air, and that "savoir faire" which smart people adopt. Lubitsch has a special knack for teasing the imagination, and even the most censured of censors could find no objectionable matter, since "So This Is Paris" depends upon your interpretation. The "morons" will certainly miss the innuendos, but Warner Bros. are very evidently not producing a "moron" class of picture. The story deals with a French doctor and his wife resident in Paris. The doctor, who is still a gay dog, as Monte Blue sees him, has had a pre-marriage interest in a dancer, now married to a female-male who is the kind of sheik who needs the stimulation of "eggs and milk."

The wife, played very well by Patsy Ruth Miller, just dotes on "sheiks"—she finds one in the husband of the dancer, who by the way revives her old interest in the doctor. Lilyan Tashman makes a rollicking siren. The moral is "Keep your shirt on" when posing before a window. There are many amusing situations and the fun keeps moving.

* * *

CLASS B

"REX, THE DEVIL HORSE," a *Pathe Special* where the leading player is a horse, and out-horses all the other horses in action. The story deals with a horse who was ill-treated as a colt by Indians, and developed a hatred for them when he attains maturity. He remembers the boy who fed him during his period of ill treatment and when this boy, now grown to manhood, is in need of a friend, Rex, the Devil Horse to the Indians, is the boy's saviour, and that of the "boy's best gal." It is a thriller and bound to make a hit with young boys and those who, though grown-up, are still boys.

CLASS B

Thomas Meighan in *"TIN GODS"* a *Famous* release, furnishes Meighan with an absorbing vehicle, one of his best. Allan Dwan, who directed, wove his fabric strongly and well; and the interest is sustained throughout.

The story deals with an engineer who is married to one of the new ambitious women, intent upon a political career. The death of his only child, forces the "builder of bridges" to South America and into the arms of "Carita," a Spanish dancing girl, portrayed with Renee Adoree's seductive skill. The wife follows to South America with a view to a reconciliation, and the dancer kills herself in order to leave the field open to the wife. The story has a different twist to it in that the husband and wife do not become reconciled, the engineer remaining on the spot where the dancer made her love sacrifice in order to build a church to her memory. Thomas Meighan does big work. Aileen Pringle does good work as the "ambitious wife," William Powell and Hale Hamilton contribute excellent characterizations. Renee Adoree is certainly a distinctive screen type, as she is a distinct artist. Her presence in a picture is a certain treat.

New Governor-General Sees Canadian Films on Voyage

While crossing the Atlantic on the Empress of Scotland to take up his duties as Governor-General of the Dominion of Canada, Lord Willingdon was shown films illustrating conditions of Canadian life. He saw aspects so varied as to include Hart House, Toronto University's Men Students' Residence, Trail Riders of the Canadian Rockies, and the Doukhobors of British Columbia. His Excellency was very much interested and pleased with these films.

"A Dog's Life" Over Famous Circuit

Famous Players Canadian Corp. has signed contracts for showing the re-issue of Charlie Chaplin's "A Dog's Life" over its entire circuit.

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"THE FIGHTING MARINE" BREAKS HOUSE RECORDS

Capitol, Ottawa, and the Globe, Toronto, report having broken their house records recently during the showing of "The Fighting Marine," Pathe's serial starring Gene Tunney, the vanquisher of Jack Dempsey in the recent bout for the world's heavyweight championship.

Fox Trail Riders Initiated Canadian Rockies

Canada's Unique Organization "The Trail Riders of the Canadian Rockies" Make Fox Company Members.

Irving Cummings' company engaged in producing "The Country Beyond" for Fox Films, with Olive Borden starerd, has qualified for membership in Canada's unique organization known as "The Trail Riders of the Canadian Rockies."

The company has been filming exterior scenes for the James Oliver Curwood story in the remote section of Jasper National Park in Alberta. Cummings took his people so far into the mountains that it was necessary to travel two full days on horseback.

To qualify for the "Trail Riders" one must have travelled at least fifty miles over the mountains. The players, cinematographers and technical experts, together with Cummings, easily reached the mark, and upon their return to Jasper Park Lodge they were initiated.

MRS. J. KIRKLAND VISITOR IN TORONTO

Mrs. J. Kirkland, wife of J. Kirkland of the Franklin Theatre, Columbus, Ohio, was a recent visitor in Toronto.

COLLEEN MOORE

in First National's sure-fire comedy-hit, "It Must Be Love."

Fourty-Four Theatres Acquired by Distributors

The Kinematograph Weekly, editorially reports that American distributors have acquired forty-four additional theatres in the last few weeks.

"Red" Grange in F. B. O.'s Class A hit — "One Minute to Play."

NEW YORK THEATRES

CAPITOL—"Four Horsemen of the Apocalypse," with Rudolph Valentino, Alice Terry; directed by Rex Ingram — Metro-Goldwyn-Mayer. Big hit.

RIVOLI — "You'd Be Surprised,' with Raymond Griffith; directed by Arthur Rosson — Paramount. Excellent entertainment.

COLONY — "Kosher Kitty Kelly," with Viola Dana and Nat Carr; directed by James Horner—F.B.O. Getting the business.

HIPPODROME — "The Marriage Clause," with Francis X. Bushman and Billie Dove; directed by Lois Weber — Universal. Splendid attraction.

MARK STRAND — "Sparrows," with Mary Pickford; directed by William Beaudine—United Artists. Mary's usual box-office draw.

RIALTO—"Tin Gods" with Thomas Meighan; directed by Allan Dwan —Paramount. Getting the business.

BROADWAY — "Subway Sadie," with Dorothy Mackaill — First National. A favorite.

ASTOR — "The Big Parade," with John Gilbert and Renee Adoree; directed by King Vidor — Metro-Goldwyn-Mayer. Keeping up its ace high standard.

CAMEO — "The Strong Man," with Harry Langdon — First National. Another Langdon Hit.

CENTRAL — "The Scarlet Letter," with Lillian Gish; directed by Victor Seastrom — Metro-Goldwyn-Mayer. Lillian Gish at her best. Big feature.

PLAZA—"The Lone Wolf Returns" with Bert Lytell—Columbia. Great for the box-office. "Cyrano de Bergerac," with Pierre Magnier. Excellent attraction. "Sunny Side Up" with Vera Reynolds. "No Man's Gold" with Tom Mix—Fox. Always box-office value.

LOEW'S LEXINGTON — "La Boheme," with Lillian Gish — Metro-Goldwyn-Mayer. Another Good opportunity for Lillian Gish and John Gilbert in the role of lovers. "Aloma of the South Seas," with Gilda Gray — Paramount. Great for Gilda. "Mare Nostrum," with Alice Terry — Metro-Goldwyn-Mayer. Gives Alice Terry excellent chance.

LOEW'S NEW YORK—"Marriage License" with Alma Rubens. Entertaining. "La Boheme" with Lillian Gish — Metro-Goldwyn-Mayer. "The Speeding Venus," with Priscilla Dean. In Priscilla's usual fiery style. "Aloma of the South Seas," with Gilda Gray — Paramount.

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Delivery of Tunney-Dempsey Fight Pictures Furnish Succession of Adventures

Picture Shows Despite Accidental Handicaps and Thrills Equal to a Serial

A strange tale of mis-adventure is being recounted by Manager Ray Tubman of the Reegnt Theatre, Ottawa, Ontario, with regard to the delayed arrival of the Tunney-Dempsey fight pictures for the Regent. And this goes also for Manager Howard Conover of the Imperial Theatre, Montreal, because another print of the feature was in the same trail of trials and tribulations.

First of all the fight films for Canada were delayed for some reason at Philadelphia and the arranged airplane flight from Pennsylvania to Canada was held up because of fog. It was almost noon on Monday following the flight before the prints were received at the Camp Borden airport, 60 miles from Toronto and some 300 miles from Ottawa. The prints were rushed through Canadian customs and then two prints were placed aboard another airplane at Leaside, near Toronto, for Ottawa and Montreal. Pilot Watt, in charge of the second plane, had to make a forced landing at Brockville, 80 miles from Ottawa, and smashed his landing gear a la Fonck.

Jumping into a taxicab, Pilot Watt started out by road to Ottawa with the two prints but, after speeding for about 30 miles, the taxicab broke down and he was stranded once more.

In the meantime, Manager Tubman had made great preparations for the arrival of the airplane with the fight pictures. A landing signal was laid out at the Hunt Club flying field near Ottawa and Mr. Tubman took a couple of policemen out as a special guard and also had a photographer on the job to shoot the event. They waited for hours, however, and finally returned to the city when darkness fell over the land. The aviator managed to comandeer a passing Ford coupe and finally reached Ottawa at 7.10 P.M. Tubman immediately prepared to screen the fight picture but a police officer walked into the Regent Theatre and asked if the feature had been received. Mr. Tubman replied in the affirmative whereupon the officer announced that the reels could not be shown on the order of the Ontario Board of Moving Picture Censors at Toronto because the print had not been examined by the Board. This threw Tubman into another fit but he telephoned Toronto and eventually secured a long-distance release of the print. The result was that he just "made" the last show with the feature.

Pilot Watt jumped into a taxicab at Ottawa and offered a special bonus to the driver to get him to the Imperial Theatre, Montreal, by 11 P.M., with the remaining print. The distance was 130 miles and the auto did not reach there until midnight.

Convention Sees Medical Films

At the recent convention in Montreal of the Association of French Speaking Doctors of North America, medical films dealing with the contraction of diseases, blood circulation, and anti-disease propaganda were shown before a public audience.

COL. CLARKE IN TORONTO

Managers Meet in Montreal Proceed to Toronto

W. R. Clarke, of Cranfield and Clarke, held a series of conference with his associates, Messrs. R. J. Romney, George A. Balsdon, J. M. Anderson from St. John, W. A. Noble of Winnipeg.

The first conference took place on Saturday, October 2nd, at Montreal. The chiefs then moved on to Toronto and have been in conference during this whole week.

Matters under discussion included production in Canada and the opening of an office in Vancouver. Further business extensions, so we were informed by Col. Clarke.

An interview with Mr. Balsdon disclosed that the Cranfield and Clarke interests have four features now ready for distribution via Canada, Sir Gilbert Parker's "With This Ring," a Schulberg production, "Lost at Sea," a Tiffany release, "The Lawful Cheater," a Preferred, and the other a Schulberg success, "The Plastic Age" with the fascinating Clara Bow.

Vancouver's Live Showman Kenneth Talmadge, Pantages

Kenneth Talmadge, manager of Pantages Theatre, Vancouver, is one exhibitor who keeps on the job. He gives his energy and time to considering how best to delight his patrons and to bring them back again with their friends. At the time of the Dempsey-Tunney h[illegible] Mr. Talmadge installed upon his stage a special leased wire in order that his patrons could receive the news of the fight, blow for blow, almost simultaneously with the actual occurrence in Philadelphia. Here's Live Showmanship for you!

Motiograph De Luxe Projectors

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Toronto Theatre Activities

"Mac" McLelland's New Mount Pleasant Road Theatre, which will be the "real thing" in theatres, according to report, with a seating capacity of over 1500, is occasioning much talk in film circles. Wiseacres are wondering how much business Ald. H. Luxton's theatre, about three blocks away with a seating capacity of 400 will get.

Danforth Avenue has the "Palace," the Famous house, the "Prince of Wales," managed by Roy O'Connor, and the former Allen Theatre, the "Danforth," now managed by S. Sternberg of the Sam Bloom interests.

A new big house reported as a Famous theatre will go up near the Ford factory, while across the road, rumour connects Harry Ginsler, of the Iola Theatre, with a new house to seat 400.

Danforth Avenue is one of Toronto's liveliest community centres, but we wonder if it will be busy enough to keep all these theatres busy?

Meanwhile J. T. Isbell sold the "Melba," Queen Street, Toronto, to Messrs. J. Starkman and H. Sugarman. He recently sold the "Rex," Queen East, to H. Rottenberg and may now buy another theatre, or build.

Universal News Manager Was Toronto Visitor

R. N. Anderson, General Manager for Universal's International News Reel, visited the Toronto office this week. The International is distributed in Montreal, Winnipeg and Vancouver. Ontario gets no prints since a provincial law demands at least 35% Canadian news events.

Tom Meighan in Moose Jaw Winnipeg City Guest

Thomas Meighan, Paramount's famous star, passed through Moose Jaw on his way to New York for a business conference. As reported before in these columns, Mr. Meighan has been making his new picture "The Canadian" in the Banff district of the Canadian Rockies, and has enjoyed his sojourn there. He considers the conditions there ideal for picture making. He was greeted in Moose Jaw by E. P. Fields, Manager of Moose Jaw's Capitol Theatre. Will be guest for one day of City of Winnipeg.

"HOLD THAT LION"

When Manager J. M. Franklin played "Hold That Lion" at B. F. Keith's Theatre, Ottawa, during the week of September 27, he secured an excelent tie-up with the Lions Club of Ottawa, a service club organization. Wednesday night was designated as Lions Club night and members of the club attended in a body, announcing their presence by giving the "Lions' Roar," the club yell.

Christie Charges England Keeps Bad Films Alive

Charles Christie is reported as having said, that some English exhibitors are responsible for keeping the producers of bad films going in Hollywood.

"Poverty Row," as Christie states cheap-jack production groups are called, are financed, much to his amazement, by the exhibitors in England, who are in the market for cheap films.

"Young April" Going Strong on First Run

"Young April," the P. D. C. feature starring the two Schildkrauts, had its first-run in Toronto this week at the Pantages Theatre. As was expected it brought a week's business that was almost a record-breaker.

"BUTTER AND EGG MAN"

Filming of "The Butter and Egg Man," Broadway success by George S. Kaufman, is scheduled to start on the West Coast about December 6th with Ben Lyon playing the male lead, according to word from First National. The picture will be made under the management of B. P. Fineman.

"Battling Butler" Makes The Box-Office Talk

The Metro-Goldwyn-Mayer production, "Battling Butler," starring Buster Keaton, was the feature picture this week at Loew's, Toronto, and it brought out the S. R. O. sign practically every day. It is looked upon as the best picture the gloom-faced comedian has ever made.

Twelve-Story Building and Theatre for Famous

A 12-storey building on Sparks St., Ottawa, and a theatre at the rear of this office building on Queen Street, are the latest plans of Famous Players Canadian Corp., which owns the property from 168 to 186 Sparks St., Ottawa, through to Queen St., according to definite announcement at Ottawa. This property has a frontage of 180 feet on Sparks Street, the main business thoroughfare of the Canadian Capital, and the entrance to the theatre at the rear would be a part of the frontage there. The depth of the block is 200 feet.

The bonds for the new theatre and office building have already been sold by Famous Players Canadian Corp., it is stated. They were first offered to Canadian companies but were finally disposed of in Cleveland, Ohio.

A theatre was started several years ago on the Ottawa site by Famos Players but operations were held up through labor differences and finally stopped. The foundations of the proposed theatre have been standing ever since.

Famous Players Canadian Corp. control the Russell Theatre in Ottawa. The corporation also recently leased its Regent Theatre in Ottawa to Ray Tubman who succeeded Leonard Bishop as manager of the Regent.

TUNNEY-DEMPSEY FILM CONTINUES BREAKING RECORDS

Educational's four-reel feature of the big fight, Tunney-Dempsey, after having played the Regent, Ottawa, for a full week had its engagement extended to ten days.

At Windsor, Ont., the film was held over for a second week and an option for two more weeks obtained.

In Toronto the picture opened at the Uptown for first run and then played Pantages and Loew's same day and date. A new precedent for Toronto.

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Allied Trades and Labour Council Ask for Abolition Amusement Tax

Elimination for All Provinces in the Resolution

The Dominion Trades and Labor Congress, comprising labor delegates from all parts of Canada, dealt with several important moving picture theatre matters at its annual convention in Montreal, Quebec, during the week of September 27.

The delegation of the Ottawa Allied Trades and Labor Association presented a resolution calling for the abolishment of the Amusement Tax in the various Provinces of Canada on the ground that the tax had become a nuisance and had long since outlived its usefulness.

On the recommendation of delegates from the Province of Quebec, the resolutions committee of the Congress added an amendment to the Ottawa motion which read: "unless same is devoted to the maintenance of hospitals and charities." This amendment was simply in accordance with the amusement tax system which is already in vogue in Quebec, where it was abolished by the Quebec Provincial Government, only to be taken over by the municipalities for hospital and relief purposes.

Opposition developed against the amendment, one delegate stating that the amendment was "ridiculous." Delegate Johnstone of Ottawa declared, however, that each Province should deal with the matter at is saw fit. The resolution, as amended, was carried and Canadian organized labor will now call on the respective Provincial Governments to abolish the amusement tax.

The convention unanimously approved of a resolution providing for legislation which "would control in greater degree the operation of moving picture machines, including the examination of operators of such machines." There was little discussion on this motion.

The movement in Canada for the general abolishment of the amusement tax started at the rally of Ontario Exhibitors at Toronto on September 2 when a big deputation received assurance from Premier Howard Ferguson of Ontario that the Ontario Government would eliminate the ticket tax on lower-priced tickets in Ontario at the session of the Legislature next February. The whole tax would eventually be wiped out, the Ontario Premier promised. On that occasion, J. M. Franklin, manager of B. F. Keith's Theatre, Ottawa, characterized the Amusement Tax as a "nuisance tax" that had outlived its war need.

Val. H. Sacks Sued by Dominion Films

Val H. Sacks, proprietor of the Paramount Theatre, Hanover, Ont., recently came before Judge Denton in the County Court for $670.00 alleged by Dominion Films Ltd., to be the balance due on a contract for Motion Picture Films. Mr. Sacks stated that some of the pictures delivered were not in a suitable condition for public exhibition and he entered a counter claim against the plaintiffs for $75.00 for their nonfulfillment of their part of the contract. Judgment was reserved.

WALTER McGRAIL returns to heavy roles after a season of hero parts as James Hannock in Fox Films version of "The City," Robert Frazer plays the male lead in the production. Others in the all star cast are May Allison, George Irving, Bodil Rosing, Lillian Elliott and Aileen Manning, R. William Neill is directing.

HARRY LANGDON

who has taken his place among our leading comedians—Now appearing in First National's "Strong Man."

SPORTS

By LIONEL HARPER

Ontario Play-Offs.

After winning the Senior Industrial Championship and the city honors (best of seventy-five Toronto senior teams), the Famous wended their happy way into the Ontario title matches. Peterboro were the first victims by the score of 8—0. Not one of the Petes reached second base. In the return game in Peterboro many things happened. The Toronto boys arrived at the stroke of high noon during a downpour of rain that made the Johnstown Flood look like a shower in April. To save the Toronto boys the inconvenience of making a return trip to the "Locks," it was agreed to play the game in the Armories. Right there the fun commenced, everyone apparently laboring under the misapprehension that armories were made for battles. Crowds ten deep lined the bases and play was very difficult on the slippery underfooting. The final score was 16—11 in favor of the Queen City lads. George Bell, the movie twirler, was unbeatable, although unable to rid himself of his phenomenal "Kicking" speed ball which is his ace in trade. Peterboro had previously defeated Kingston in two straight games.

Future Plans.

The Famous crew have at least two more games to play in the Ontario Championships, Hamilton and Brantford were to have battled for supremacy in Western Ontario in Galt last Saturday afternoon. It appears that rain was general throughout the province and the game was postponed. The winner of this game will meet Famous Players for the championship of Ontario in home and home games. Softball in Western Ontario has developed to a greater extent than in the Eastern end of the province and the Famous look for a nifty argument in the finals.

(To be continued)

"Every Mother's Son" Preparing for Opening

To date it has not been announced what house will secure first-run on the big British production. "Every Mother's Son," which Regal has imported. There was some talk of making this a "road show," but Regal announces it will be offered exhibitors in the regular way.

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REGENT THEATRE, Ottawa:—Booked for one full week and RUN EXTENDED to 10 DAYS.

WINDSOR, Ontario:—NOW in its SECOND WEEK and OPTION TAKEN for TWO MORE WEEKS.

NEVER BEFORE in TORONTO

THREE DOWNTOWN RUNS

UPTOWN	PANTAGES	LOEW'S
First Run, Toronto	Second Rur, Toronto	Same Day and Date
Sept. 26th to Oct. 2nd	Oct. 4th to 9th	Oct. 4th to 9th

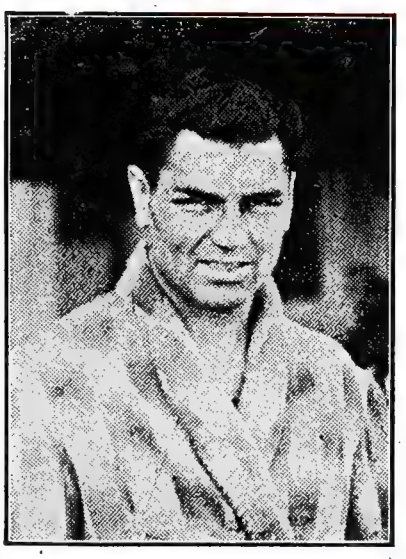
Exclusive Official Motion Pictures

OF THE

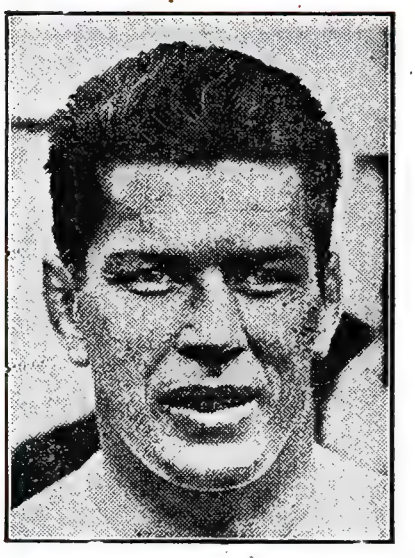
World's Heavyweight Championship

BETWEEN

Jack DEMPSEY and Gene TUNNEY



10
Rounds of
Terrific
Fighting
in
4
Reels



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Canadian Educational Films, Ltd.

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The Pictures You Book Now Determine Your Profits for the Year!

You guarantee your profits for 1926-27
When you sign for 26 Warner Winners!
Read the names of the stars!
Notice the pull of the titles!
The finest screen stories that money can buy!
And greatest of all—"INDIVIDUAL SPECIALIZATION"—That you can get only in Warner Bros. Pictures.

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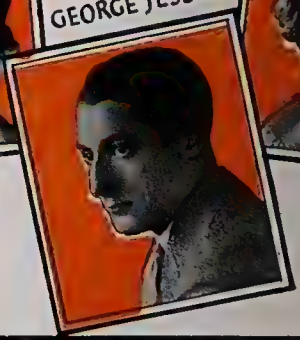
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26 INDIVIDUALLY SPECIALIZED

WARNER WINNERS

THE BRUTE
MY OFFICIAL WIFE
THE COLLEGE WIDOW
HILLS OF KENTUCKY
MILLIONAIRES
WHAT HAPPENED TO FATHER

IRISH HEARTS
THE CLIMBERS
WOLF'S CLOTHING
BITTER APPLES
DEARIE
WHAT EVERY GIRL SHOULD KNOW
ACROSS THE PACIFIC

DON'T TELL THE WIFE
WHILE LONDON SLEEPS
MATINEE LADIES
THE GAY OLD BIRD
THE HEART OF MARYLAND
WHITE FLANNELS

THE BLACK DIAMOND EXPRESS
A MYSTERY DRAMA
THE THIRD DEGREE
PRIVATE IZZY MURPHY
TRACKED BY THE POLICE
A MILLION BID
SIMPLE SIS

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CANADIAN MOVING PICTURE DIGEST

Vol. 18, No. 24. TORONTO 2, CANADA October 16th, 1926

AGAIN
METRO-Goldwyn-Mayer
GIVES the industry
THE outstanding picture.
AN attraction
THAT will play
EXTENDED runs
TO phenomenal
BOX-office receipts.
THE star and director
OF "The Big Parade".....
A Road-Show-Size attraction.
WATCH it make history.

BARDELYS
The Magnificent — By SABATINI

starring **JOHN GILBERT**
with ELEANOR BOARDMAN
KING VIDOR'S *production*

With Roy D'Arcy, Karl Dane, George K. Arthur, Arthur Lubin. Scenario by Dorothy Farnum. Directed by King Vidor.

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2

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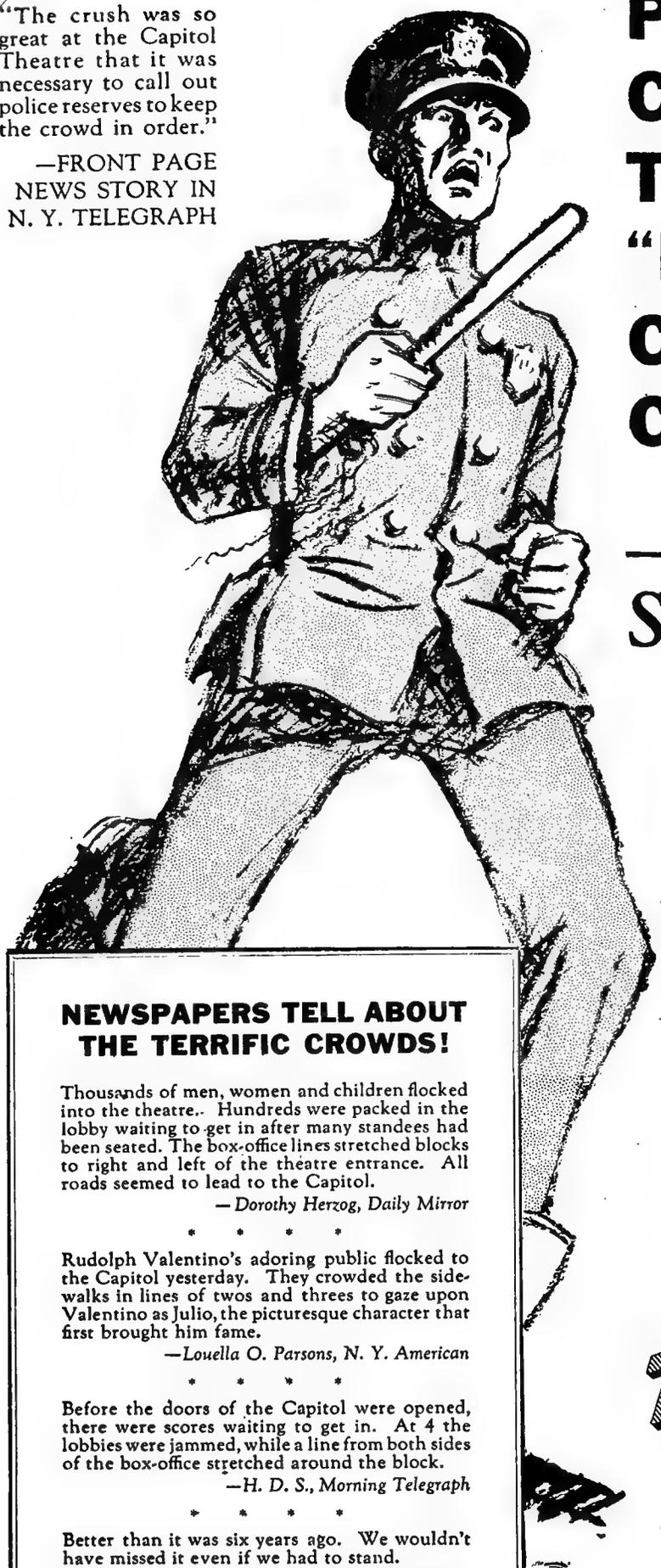
"The crush was so great at the Capitol Theatre that it was necessary to call out police reserves to keep the crowd in order."

—FRONT PAGE NEWS STORY IN N. Y. TELEGRAPH



POLICE RESERVES CALLED OUT TO HANDLE "FOUR HORSEMEN" CROWDS AT CAPITOL, N. Y.

—*All records going! Second Great Week!*

NEVER such a hit.
THE triumphant return
OF "The Four Horsemen"
STARTS on its historic way
ACROSS the world.
SHOWMEN everywhere
ARE watching the Capitol, N. Y.
POLICE called out . . . .
RECORDS broken . . . .
NEVER such a sensation.
ITS success will be repeated
IN every city in America.
GET your share!

NEWSPAPERS TELL ABOUT THE TERRIFIC CROWDS!

Thousands of men, women and children flocked into the theatre. Hundreds were packed in the lobby waiting to get in after many standees had been seated. The box-office lines stretched blocks to right and left of the theatre entrance. All roads seemed to lead to the Capitol.

—*Dorothy Herzog, Daily Mirror*

* * * *

Rudolph Valentino's adoring public flocked to the Capitol yesterday. They crowded the sidewalks in lines of twos and threes to gaze upon Valentino as Julio, the picturesque character that first brought him fame.

—*Louella O. Parsons, N. Y. American*

* * * *

Before the doors of the Capitol were opened, there were scores waiting to get in. At 4 the lobbies were jammed, while a line from both sides of the box-office stretched around the block.

—*H. D. S., Morning Telegraph*

* * * *

Better than it was six years ago. We wouldn't have missed it even if we had to stand.

—*Harriet Underhill, Herald-Tribune*

* * * *

Those who haven't seen it should. Those who have, will want to see it again. "The Four Horsemen," a magnificent production.

—*Rose Pelswick, Eve. Journal*

THE FOUR HORSEMEN

REX INGRAM'S
production of Ibanez' novel with
VALENTINO—Alice Terry

from

METRO-GOLDWYN

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Regal Releases Reap Rich Rewards

Facts Plainly Stated

For the past eleven years Regal Films Limited, has been serving the exhibitors of Canada. During that time we have earnestly striven to provide them with Feature Pictures, Comedies, Serials and other Short Subjects of a standard that were certain to draw people into their theatres.

To-day, Regal Films Limited, is the largest distributors of motion pictures in Canada. Not only does it distribute the most lines of Feature Pictures, but it also serves more exhibitors than any other film distributing company.

This enviable position has been gained solely on merit—on its ability to provide exhibitors with Motion Pictures that are real box office attractions. This, together with our policy of co-operation with exhibitors in every matter that tends to make their theatres more profitable, is what is keeping Regal Films Limited far ahead of all competitors and holding for Regal its vast army of friends in the industry.

For this season we believe we have the greatest line of Feature Pictures, Serials, Comedies and Short Subjects in our history. We are sole distributors for ***Metro-Goldwyn-Mayer Feature Pictures, Producers Distributing Corp. Feature Pictures, Pathe Feature Pictures, British Feature Pictures, State Right Feature Pictures, Pathe Serials, Mack Sennett Comedies, Hal Roach Comedies, Pathe News, Pathe Review*** and many other Short Subjects.

If you are not getting film service from Regal Films Limited you are missing most of the big box office attractions. Get in touch with our nearest exchange—Toronto, Montreal, St. John, Winnipeg, Calgary or Vancouver—all of them are completely equipped to give full and helpful service. Let's talk things over. Then if we can't convince you that "Regal Releases Reap Rich Rewards," no harm will have been done and you will be under no obligations of any kind.

Regal Releases Reap Rich Rewards

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It's Just One Big Hit After Another!

We are sure that as a wide-awake showman you have been watching the phenomenal line of Feature Pictures Producers Distributing Corp. is offering Canadian exhibitors. Not like most companies, who give you one box office attraction and then follow it with a dozen or more that mean nothing, Producers Distributing Corp. is setting a precedent by offering consistently good features one after another. Look at this list of those already released this season:--

The Volga Boatman
Cecil B. DeMille's Master Drama

Young April
Featuring Joseph Schildkraut and Rudolph Schildkraut

Up in Mabel's Room
An Al Christie Laugh Special, featuring Marie Provost

The Flame of the Yukon
Featuring Seena Owen and Arnold Gray

Her Man O'War
Featuring Jetta Goudal, supported by Wm. Boyd and Robt. Edeson

The Clinging Vine
Featuring Leatrice Joy, supported by Tom Moore

The Prince of Pilsen
Featuring Geo. Sydney and an exceptional Cast of Players

Silence
Featuring H. B. Warner and a Real All-Star Cast

Producers Distributing Corp. Features are Pleasing the Fans and Exhibitors

Regal Films Limited *Sole Distributors for the Dominion of Canada*

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Canadian Moving Picture DIGEST

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RAY LEWIS
Editor and Managing Director
GEORGE C. WILLIAMS
President

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Ray Presents

THE League of Nations, in congress at Sorbonne, Cathedral of the Intellectuals, gave a sitting to the discussion of Motion Pictures. It reminds us of the Bible passage which reported that "The gods looked upon the daughters of men; and saw that they were fair."

* * *

The League discussed the intellectual appeal, the moral influence of motion pictures and debated the distribution of educational films throughout rural districts.

* * *

THE League shows a vision, an intellectual and psychological understanding. For any medium which stimulates thinking has an intellectual appeal, even though it is only on the threshold of that mental domain called Mind. Any medium which publicizes right living as the receiver of the benefits of life is a moral influence; and the screen comes within the compass of both these domains. Three cheers for the League, it shows judgment.

* * *

THE DIGEST hails a new star in the starry heavens of the Motion Picture Planet, all hail Belle Bennett, the Minnie Maddern Fiske of the screen.

Although "comparisons are odious" I hope Belle Bennett and Mrs. Fiske will both feel happy in that they have found a counterpart in each other's work, in as far as the characters of "Stella Dallas" and "Becky Sharpe" are concerned.

* * *

"Stella Dallas," as interpreted by Belle Bennett is certaily one of the finest feminine characterizations I have seen upon the screen, taking its place with such outstanding performances as Norma Talmadge gave in "Smilin' Thru," Mary Carr in "Over the Hill," Pauline Frederick in

(Continued on Page 8)

Quebec's Blunder

RECENTLY there was much ado about a proposed Quebec boycott by American producers. The conflagration called forth a denial on the part of American producers, but gave them an opportunity to enter a protest against the rules by which the Censor Board of Quebec passes upon its motion pictures.

The Censor Board retaliated by citing its viewpoint; and it was very evident that prejudices, peculiar to one religious viewpoint, provided "the straight and narrow path" through which motion pictures were obliged to pass into Quebec.

Because of the British Film Industry agitation, British Films were stressed in this Quebec publicity. British Films which were to be used to break the morale of the American producers' resentment towards Quebec.

We are being told that British Film representatives are ready to open exchanges in Quebec; and of the royal welcome which will be accorded them. Before this propaganda has time to dry, we hear that "Nell Gwyn," the British National Pictures' production, which was purchased by the Famous Players-Lasky for distribution in the United States and in Canada, "Nell Gwyn" which opened the door to a reciprocal Film trade relationship between England and America, "Nell Gwyn" acclaimed by the press of the United States, "Nell Gwyn" which opened the new Famous Theatre in London, England, having as its audience such an assembly of Royal as well as distinguished personages, as has seldom ever been equalled, this British Motion Picture, over which there has been so much British satisfaction, which has furnished our British Parliaments and British film enthusiasts with weighty argument in favor of British films, this Ambassadress of English Film production, whose portfolio has been welcomed in every man's land, gets the door slammed in her face in the province of Quebec, as "A Huzzy." Banned because she is immoral.

It is only within recent history that "Passion," otherwise "Madame Du Barry," was passed by the Quebec Censor Board.

If we are to consider the question of morals, is "Nell Gwyn" less eligible for Respectable Society than "Madame Du Barry?"

I consider that the banning of "Nell Gwyn" by the Censor Board of Quebec has injured the prestige of British Films considerably, especially at this critical time when all British forces are combining to present British pictures. Quebec has committed, in Napoleon's famous words, that which is "worse than a crime, a blunder."

Ray Lewis

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Ray Presents

(Continued from Page 7)

"Madame X," Pola Negri in "Passion," Lillian and Dorothy Gish in "Orphans of the Storm," Betty Bronson in "Peter Pan," Lya de Putti in "Variety."

If I have missed a few, blame it on this speedy age which gives me no further space in which to enumerate, nor further time in which to ruminate.

Lucky United Artists to have had the good fortune of Belle Bennett in "Stella Dallas."

* * *

MEANWHILE, The Digest is in receipt of the following letter from Calcutta, India, "We have pleasure in enclosing a draft of $5.00 on Farmer's Loan and Trust Co., New York, towards our subscription for a period of one year, and we shall feel obliged if you will kindly be mailing us your paper regularly. Yours faithfully (J. F. Madan and Co.) on behalf of Madan Theatres Limited."

It is interesting to note that the Madan Theatres Limited, of Calcutta, India, who deal in machines and accessories, who are producers and distributors, have the following theatres under their management:

CALCUTTA Theatres: Elphinstone Picture Palace; Albion Theatre, Cornwallis Theatre, Ripon Theatre, Kidderpore Cinema Palace, New Theatre (under construction), Elphinstone Theatre (under construction), Corinthian Theatre, Alfred Theatre. In BOMBAY: Excelsior Theatre, Empire Theatre, Empress Theatre, New Theatre (under construction). In MADRAS: Elphinstone Picture Palace. In RANGOON: Elphinstone Picture Palace, Empress Theatre, Elphinstone Theatre (under construction). In DARJEELING: Elphinstone Picture Palace. MUSSOORIE: Mussoorie Picture Palace. In DELHI: Elphinstone Picture Palace. In LAHORE: Empire Cinema. In QUETTA: Empire Cinema, New Theatre (under construction). In PESHAWAR: Elphinstone Bioscope. In BANGALORE: Crystal Picture Palace, Electric Picturedrome. In SIMLA: New Theatre (under construction). In LUCKNOW: New Theatre (under construction). In CAWNPORE: New Theatre (under construction). In BANKIPORE: New Theatre (under construction). In COLOMBO: Empire Theatre, Palace Theatre, Public Hall. In KANDY: Empire Theatre. In KARACHI: Palace Theatre. In ASSOCIATION WITH: Ootacamind Picture Palace, OOTACAMUND; Vandette Electric Cinema, MHOW; Railway Institute, ASANOL; Railway Institute, JAMALPORE.

* * *

INDIAN PRINCES offer $10,000,000 as a starting fund for the upbuilding of a British Film Industry; and on the same wires we hear that through the rumoured merger of Pathe and P. D. C., the control purchase of Pathe passes over to Blair and Co., and starts a fund of $10,000,000 for further expansive operations including theatre acquisitions and production.

Blair and Co., held, it is said, the majority of the 50 per cent interest held in P. D. C. by Jeremiah Millbank.

Miss Charlotte Whitton of Ottawa, Ontario, secretary of the Canadian Council of Child Welfare, has prepared a "White List" of selected moving pictures of current release, these being designated as suitable for children or family patronage at theatres. It is intimated that this list is to be published shortly throughout Canada.

Miss Whitton was recently the chairman of the International Child Welfare Conference held at Geneva, Switzerland, under the auspices of the League of Nationas. Much curiosity has been aroused among film distributors of Canada regarding the preferred list of pictures.

J. C. COHEN, manager and owner of the Classic and Duchess Theatres.

In Toronto since 1910. In the motion picture business since 1916. Had the old Maple Leaf on Queen St., Toronto, and now the Classic and Duchess Theatres, Toronto. Always worked for Exhibitors' Association. Plays the game square. The only game he doesn't play is "African Golf," and can you believe it that Ali Baba had to tell The Digest what "African Golf" was.

Toronto Theatres

REGENT — "Stella Dallas," with Belle Bennett, Ronald Colman, AliceJoyce, Lois Moran and Jean Hersholt — United Artists. A treat. Belle Bennett presents the leading feminine characterization this season.

TIVOLI — Bebe Daniels in "The Campus Flirt." A female version of "Brown of Harvard." Bebe makes it "snappy."

UPTOWN "The Ace of Cads," with Adolphe Menjou — Paramount. Adolphe in new role, Michael Arlen's well-known style. Good draw.

LOEW'S — "No Man's Gold," with Tom Mix — Fox. Another good Tom Mix with splendid parts for all the cast.

PANTAGES — "Marriage License," with Alma Rubens—Fox. Adapted from "The Pelican." Alma Rubens great in the sob stuff.

Neighborhood Theatres

PALACE — "Padlocked," with Lois Moran — Paramount. A success. "Mantrap," with Clara Bow—Paramount. A bigger success through the personality of "peppy" Clara Bow.

ST. CLAIR — "The Love Thief," Paramount. Entertains. "Mantrap," with Clara Bow, Paramount.

YORK — "Tin Gods," with Thomas Meighan — Paramount. very absorbing. Good bet for "Tom." "Forlorn River," with Jack Holt —Paramount. Good stuff.

COLLEGE — "Tin Gods," with Thomas Meighan — Paramount. "La Boheme," with Lillian Gish and John Gilbert — Metro-Goldwyn-Mayer. Very attractive feature with Lillian and John Gilbert ideally cast as lovers.

BEACH — "Son of the Sheik," with Rudolph Valentino — United Artists. Great for the box-office and the best for Rudolph since his "Four Horsemen" days. "The Volga Boatman" with William Boyd P. D. C. The delight of the box-office.

CAPITOL — "Forlorn River," with Jack Holt — Paramount. "The Amateur Gentleman," with Richard Barthelmess — First National. A real Barthelmess role, picturesque and different.

ALHAMBRA — "Pals First," with Lloyd Hughes — First National. Excellent. "Into Her Kingdom," Corinne Griffith — First National Best Corinne Griffith work in a long time.

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International Film Congress Proposes Educational Films

Standardized Speed in Projection—Exemption of Customs Duties on Educationals—

The International Picture Congress in session at Paris, adopted a resolution that artistic films presenting the characteristics of races and the beauties of their country should be nationally supported and subsidized by their respective countries.

Another resolution advocated exemption from custom duties on films of an educational and documentary value; and these should be listed in the international catalogues; and an effort made to increase their interest value.

Another resolution proposed a standardization of speed in projection; and advocated that all films should have the name of their nationality announced in conjunction with names of authors, directors, players, etc.

James Flood Directing "The Lady In Ermine"

James Flood is directing Corinne Griffith in her next First National picture, "The Lady in Ermine," celluloid version of the famous operetta of the same title by Rudolph Schanzer and Ernest Welish. The supporting cast to date includes Einar Hanson, Francis X. Bushman, Ward Crane and Jane Keckley.

LOU TELLEGEN

A fascinating lead in Fox feature, "Womanpower."

"Waltz Dream" Presented

"The Waltz Dream," Metro-Goldwyn-Mayer's U. F. A. feature was presented at the Strand Theatre, Vancouver, the first week in October. In order to get real atmosphere for "The Waltz Dream," Ludwig Berger, its director, took his entire company to Vienna and the celebrated Schoenbrunn Castle provided a suitable background and environment.

CONSTANCE TALMADGE in First National's rollicking hit, "The Duchess of Buffalo." The laughing scene in which the old Grand Duke scores one on the Duchess.

NEW YORK THEATRES

RIVOLI — "It Must Be Love," with Colleen Moore; directed by Alfred E. Green—First National. A laughing hit.

HIPPODROME — "Gigolo," with Rod La Rocque—P. D. C. Manager calls it a 200% amusement value.

BROADWAY — "Across the Pacific," with Monte Blue — Warner. A real Monte Blue part.

COLONY — Vitaphone subjects and "The Better 'Ole," with Sydney Chaplin. Good for long run.

MARK STRAND — "Paradise," with Milton Sills and Betty Bronson—First National. Going great.

ASTOR — "The Big Parade," with John Gilbert and Renee Adoree; directed by King Vidor — Metro-Goldwyn-Mayer. In its fortieth week and still crowding the lobby.

CAMEO — "The Strong Man," with Harry Langdon — First National. In its third week and going strong —acclaimed a riot.

CAPITOL — "Four Horsemen of the Apocalypse" with Rudolph Valentino — Metro-Goldwyn-Mayer. Held over for a second week and playing S. R. O.

CENTRAL — "The Scarlet Letter," with Lillian Gish — Metro-Goldwyn-Mayer. Nine weeks and as good as new. Tremendous role for Lillian.

CRITERION — Beau Geste," with Ronald Colman, Noah Beery, Alice Joyce — Paramount. Seven weeks on Broadway and the hit of the Gay White Way.

WARNERS — The Vitaphone, also "Don Juan," with John Barrymore Warner. In its ninth week and creating new hit at every performance.

RIALTO—"Tin Gods" with Thomas Meighan — Paramount. In its third week and proving popular.

LOEW'S LEXINGTON — "Mare Nostrum," with Alice Terry —Metro-Goldwyn-Mayer. "Conquering Power," with Rudolph Valentino—Good draw. "The Amateur Gentleman," with Richard Barthelmess—First National. Barthelmess fans still "rooting."

Starland Theatre Winnipeg Managed by Geo. Gratias

Mr. Geo. Gratias, of Montreal, succeeded Fred W. Crosbie as manager of the Starland Theatre, Winnipeg. The change in management took place the latter end of July and we are informed that it is due to Mr. Gratias' excellent showmanship that the Starland in Winnipeg is becoming one of the show places on Main St.

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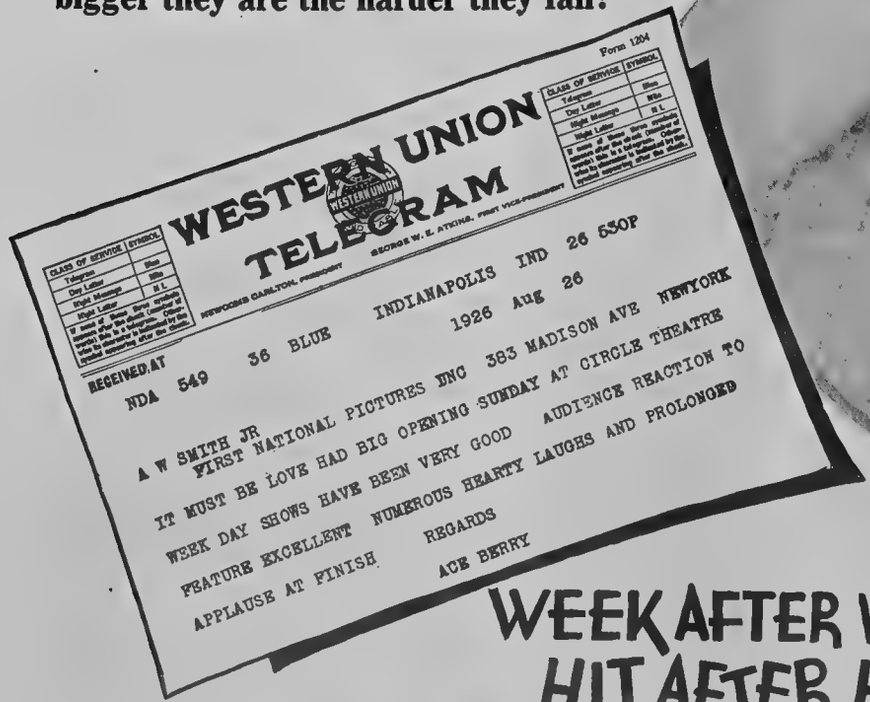
What a picture! What a Star! What a Title!

Knocks 'em over wherever she plays—doesn't only get the dough but gets a hand—wins 'em and keeps 'em with every foot of the most wonderful picture she's ever made! Some gal—records fall for her—and the bigger they are the harder they fall!



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A W SMITH JR
FIRST NATIONAL PICTURES INC 383 MADISON AVE NEWYORK

IT MUST BE LOVE HAD BIG OPENING SUNDAY AT CIRCLE THEATRE
WEEK DAY SHOWS HAVE BEEN VERY GOOD AUDIENCE REACTION TO
FEATURE EXCELLENT NUMEROUS HEARTY LAUGHS AND PROLONGED
APPLAUSE AT FINISH REGARDS

ACE BERRY

JOHN McCORMICK
Presents
COLLEEN MOORE
in
"It Must Be Love"
with
JEAN HERSHOLT
Malcom McGregor & Arthur Stone
Adapted by Julian Josephson
from The Saturday Evening Post story
"DELICATESSEN"
by BROOKE HANLON
An
ALFRED E. GREEN
Production

First National Pictures

WEEK AFTER WEEK!
HIT AFTER HIT!

First National — leads the industry!

Google

When it's
APPLE
TIME
in Oregon
it will be
BIG-HIT
TIME
heatres
t play
these

APPLES of the Industry's Eye

ROBERT KANE
Presents
THE PRINCE OF TEMPTERS
with
LOIS MORAN, BEN LYON
LYA DE PUTTI
and
MARY BRIAN, IAN KEITH,
Sam Hardy, Olive Tell
Adapted from THE EX-DUKE,
a novel by E. Phillips Oppenheim
A Lothar Mendes
Production

HENRY M. HOBART
Presents
DON JUAN'S THREE NIGHTS
Adapted from the novel by Lajos Biro
with
LEWIS STONE
and SHIRLEY MASON
Screen Play by Clara Beranger
A John Francis Dillon
Production

al Pictures, Inc.
esents
ER AFTER"
with
Y ASTOR
YD HUGHES
Owen Davis' Stage Success
y F. Harmon Weight
ction Management
B. P. Fineman

First National Pictures, Inc.
Presents
"THE MASKED WOMAN"
with
ANNA Q. NILSSON, HOLBROOK
BLINN and CHARLIE MURRAY
Supported by
RUTH ROLAND and EINAR HANSEN
Adapted from Charles Mere's stage play
Directed by Balboni
A June Mathis
Production

Asher Small and Rogers
Presents
Corinne Griffith
in
Syncopating Sue
An original story by Adelaide Heilbron
Continuity by Adelaide Heilbron
and Jack Wagner
Directed by
Richard Wallace

APPLES – not apple-sauce!

The pick of the orchard!–Big juicy ones –ripe for a cleanup!

An Apple a Week will make your Box-Office throw away its crutches and step out for a record . . . .

Why pick Lemons when you can sit in the shade of the old Apple Tree and let the profits fall into your lap?

First National's Famous 5 for October

First National Pictures

Cool

Quebec Censor Board Bans "Nell Gwyn" Awakens Question of Federal Censorship

Ray Lewis Wired Board Reason of "Quebec Ban"

Monsieur De Sales Wires Digest "Nell Gwyn" "Immoral," "Nudities"

RAY LEWIS wired the Quebec Censor Board asking for reasons governing the ban on "Nell Gwyn," our British National Pictures' feature, released in America and Canada through the Famous Players-Lasky company.

Monsieur De Sales wired back that "Nell Gwyn" was banned because it was "immoral" and showed "Nudities."

Our readers have read the recent review on "Nell Gwyn," which I personally saw.

The attitude of the Quebec Censor Board is probably within its jurisdiction; and a great deal of tolerance has been given the various censorship decisions of the Quebec Censor Board.

The question of beliefs peculiar unto certain people being considered, but this banning of our British "Nell Gwyn" production, about the best entertainment value which England has yet given us by way of a feature picture, is the "last straw" which breaks down our back of silence.

We protest against this banning. We feel that Quebec is not treating British Films fairly, we feel that this attitude of its Censor Board has seriously hurt the British Film prestige; and its chances of doing business, not only in its own dominions, but in foreign fields.

Why should Quebec cloak itself with such a mantle of righteous? Why should the Quebec Censor Board adopt the attitude of "Whiter Than Snow," feeling that the province of Quebec is more virtuous than the province of Ontario, or the other provinces throughout the Dominion of Canada?

Is Quebec a British element in our British midst, or has Quebec morals which differ to that of other Britishers?

If the State of New York, or Penn., or any other State in the United States, had banned "Nell Gwyn" because it was "Immoral," what would have been the reaction of the British Empire press? We would have found occasion to join the Province of Quebec in its recent propaganda which called for protection from the American Producers' monopoly, which cried out for legislation that British Pictures might be given a chance upon our screens.

What should be the attitude of the British Empire towards one of our own kind, which gives "Nell Gwyn," the British feature in which we have taken such pride, the British feature which we have been displaying to the world, with an attitude of "See what English producers can give us, that is why we want the British Film Industry to have its chance," what should be our attitude to the Censor Board of Quebec which tears down all which we have built up?

There is only one answer and that is Federal Censorship. The morals for Canada should be governed by the same standards of righteousness; and when provinces take unto themselves an authority which is likely to have a dire reaction upon the whole British Empire, it is time our Government in Canada, and England, took a look into the matter.

"Nell Gwyn" is not an immoral picture. Nor is it to be condemned because of its nudities. The picture furnishes delightful entertainment, and as far as its moral value is concerned it will lead neither man, maid, nor matron astray. Our modern kings are not falling in love with "orange girls."

As for nudities, "Nell" shows a shapely knee, all women not over sixty are showing knees, some not nearly as shapely. "The Bath of Nell" reveals only a bared arm, unless the Quebec Censor Board got a chance to peep into the barrel. Our Censor Board in Ontario did not get such an advantage. —ED.

MARCELINE DAY

in Metro-Goldwyn-Mayer's powerful feature, "The Barrier"—A Rex Beach story.

P. J. NOLAN TO RUN FOR MAYOR OF OTTAWA

P. J. Nolan, proprietor of the Rex Theatre, Ottawa, Ontario, has announced his candidature for the mayoralty of Ottawa for the 1927 term, the municipal elections to be held on Monday, December 6. Mr. Nolan is a former alderman of the Ottawa City Council and ran for the Board of Control but was defeated by only a small margin.

No Official Appointment For Chairman Censor Board

No official appointment has yet been made by the Ontario Government to the position of chairman of the Ontario Board of Moving Picture Censors which was left vacant last spring by the death of Major A. S. Hamilton. J. C. Boylen, vice-chairman of the board, has been acting in the capacity of chairman for some months.

HAL ROACH RETURNS TO CULVER CITY

Hal Roach, accompanied by Mrs. H. Roach, returned to Culver City, after a two months' stay in New York, where plans were completed for an elaborate programme schedule for this producer, who has made his name famous throughout Film Circles because of the excellent entertainment value in his "Our Gang" series of comedies. Hal visited the Tunney-Dempsey fight. He should have secured some material from this to hand over to "The Gang." "Farina" would make a good marine heavyweight.

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Charming ANNA Q. NILLSON
in First National's recent successful release, "Miss Nobody."

WARNER BROS. RECEIVE TESTIMONIAL FROM EXHIBITORS

A testimonial was presented to Warner Bros. because of their consistently good product. This in the nature of an appreciation. The document was signed by thirty-three leading exhibitors, of Baltimore, Maryland, U.S.

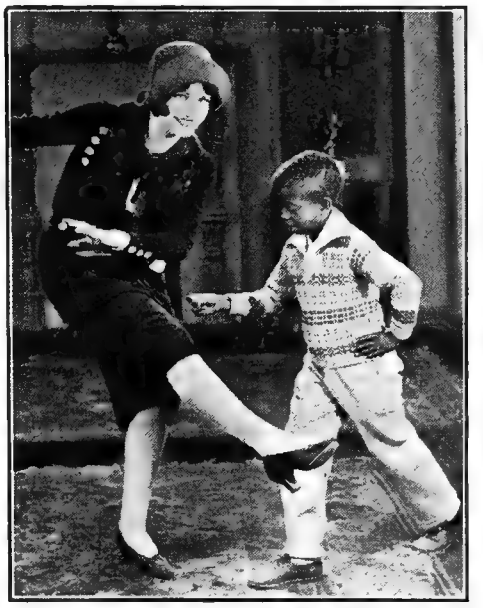
Nicholas Schenck Visits Company's Coast Studio

Mr. Nicholas Schenck, executive of the Metro-Goldwyn-Mayer and Loew interests, arrived at the Metro-Goldwyn-Mayer studios, Los Angeles, accompanied by Robert Rubin. He will remain about ten days.

JOHN BOWERS
in F. B. O.'s adaptation of Gene Stratton-Porter's forceful story, "Laddie."

WATT AND WATT SINGLE OUT FAMOUS SHARES

The Toronto Financial Post reports that first preferred shares of Famous Players Canadian Corporation, of which there are 4,200,000 outstanding, are featured by Watt and Watt because at the current price of 91, the yield on the stock, which pays 8 per cent per annum, is 8.8 per cent. Watt and Watt also foresee for Famous a future bright in its prospects. The preferred shares of Famous have equal voting power with the common.



JOAN CRAWFORD
and her "caddy" doing a Charleston as she prepared for her role of "Irene" in Metro-Goldwyn-Mayer's sparkling comedy, "Sally, Irene and Mary."

Educational to Release "The Blue Boy"

Eugene H. Roth is presenting through Canadian Educational Films "The Blue Boy," a technicolor two-reel Romance producton suggested by Sir Thomas Gainsborough's world-renowned masterpiece. John Roche and Philippe De Lacy are featured. Those who had the good fortune to witness "The Vision," the first of the technicolor Romance series know just how good a feature "The Blue Boy" can be.

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SOCIETY NOTES

By Madame Pompadour

Constance Talmadge and Capt. Mackintosh, who entered wedlock two years ago, will make an exit out of this state, according to a story published in the Daily Mirror, under the signature of Louella O. Parsons. "Connie" and her English husband are incompatible. That is while each has a high regard for the other, on which they both agree, there are other views upon which they cannot see through the same glasses.

This will mean that "Connie" will remain as one of our stars. It was reported that she was to retire.

As far as the screen is concerned it is much better that the Captain do the retiring. "The Duchess of Buffalo," Connie's latest for First National, shows her too good a box-office attraction and too much "alive" for a fade-out.

And now since "Connie" has picked two husbands and neither of them have just suited Connie, why not let Joseph Schenck do the next picking? If he can pick husbands with the same good vision as he utilized in picking Norma Talmadge, the same vision which tied up Buster Keaton and Natalie, the same vision he used in his United Artists affiliation, the same vision which he used when way back he saw the same kind of light as Marcus Loew, the same vision which made him select the mother and Father of Nicholas Schenck as his parents, "Connie" need have no fear, he will select a husband for her that will have all the qualifications which husbands should have.

* * *

Doris Kenyon and Milton Sills, he of "Sea Hawk" and "Men of Steel" fame, otherwise known as "Paradise Milton," have entered into the happy state of conjugal felicity. They were married recently.

* * *

And while we are talking of Marriages and Divorces, let us announce the visit of a stork to the residence of Mrs. Sam Warner at the Nassau Hospital, Mineola, L. I. The greatest bird on earth was accompanied by seven and a half pounds of femininity, which has forthwith been named Lita Basquette Warner. Good luck, Lita!

* * *

And to add prestige to our Society Notes, let us announce the marriage of charming Mabel Normand and debonair Lew Cody.

HERBERT RAWLINSON

who gets an excellent opportunity for a strong role in Columbia's "The Belle of Broadway."

Dame Gossip is wagging her head at Norma Shearer and Irving Thalberg. If they marry "it serves them right." It looks like a good double.

* * *

A naughty little bird whispered that Greta Garbo, she of "The Temptress" fame, not forgetting her dazzling success in "The Torrent" and "The Son of the Sheik," has cast her blandishments upon John Gilbert, object matrimony.

* * *

"Red" Grange also comes in for a rumoured tie-up. The lady of his choice, Mary McAllister, who played the sweetheart "One Minute to Play."

* * *

Thank God, no deaths to report.

$10,000,000 Fund British Production

Six Indian Princes are reported as ready to finance a Motion Picture producing centre to compete with American producers for the British Empire Market. $10,000,000 is the reputed sum to be financed with which to start operations. Agakhan, and the Maharajahs of Kashmier, Jasper, Alwar, Patiala and Bikanir are reported as interested in this producing venture. It sounds like an Arabian Nights story, but what is $10,000,000 to a real Indian Prince?

India's American film importation is reported at 5,000,000 feet, other film importations total 500,000 feet. The native population of India is reported at 360,000,000.

SPORTS

By LIONEL HARPER

Famous Players, the pride of the Toronto Softball world, have gone down to defeat. The Famous have tasted the bitter dregs after conquests all over Ontario. The Movie-Men were on the short end of a 5—4 score in the first game of the home and home series with the Brantford Malleables, conquerors of Stratford, London, Guelph, Hamilton, Windsor and Woodstock title holders. The Malleables are a real team, full of pep and fight and have two fine pitchers who are even better than any which the Toronto boys have ever faced. The last statement even takes in the great and only Harry Sniderman, looked upon by Queen City fans as one of the best in the game. The Brantford boys must be given credit, they fought a game uphill fight against a team which took a lead from the very start of the game.

The Famous opened strong and were leading 4—1 going into the eighth when the home boys went on the offensive in the bets approved fashion. The Famous lost the game on plain errors of omission rather than on plays which could be scored in the little column down the left of the score book. The first batter in the eighth, Chinnery, opened with a single to centre, the next batter beat out a bunt which was left unfielded by three Toronto players. Then came the break of the game. Bradshaw, the Brantford catcher, lifted a high fly in the general direction of left field which could have been taken easily by either Marchment at short or Cartwright in left. The Toronto boys did the Alphonse-Gaston act and two runs were across the plate. While Marchment held the ball, Bradshaw took the chance and beat the peg to the plate for the winning run. It was a short lapse by the Picture lads but it was enough to lose the verdict. Up until that time the Brantford crowd were beginning to think they had the wrong number and were turning against the home boys. A mighty cheer went up, however, when the "Telephones" began to function in their true fashion. The ninth innings of the Famous was not even a threat although two spectacular catches were made by the enemy outfield to cut off hits from the bats of Bell and Deniord.

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B. E. Norrish, Director Associated Screen News

Was Formerly Associated Screen News of Canada Ltd.

A letter from B. E. Norrish, managing director of Associated Screen News Limited informs us that the article referred to by the Canada Gazette, governing the surrender of the company's charter, referred to the Associated Screen News of Canada Limited, whereas his interests are now with the Associated Screen News Limited.

Our further information contains news that owing to an especially prosperous year, the Associated Screen News Limited are in the process of an reorganization, together with a recapitalization for the "purpose of important amplification of its equipment and the construction of a million dollar plant now nearing completion in Montreal."

The Associated Screen News of Canada Limited is dissolved, but is followed by the Associated Screen News Limited which is extending its business and facilities.

WHAT PRICE WAR?

The caption of this article occurs to us when we read a report that German was used as one of the official languages of the International Film Congress in Paris.

The fact that there was some objection is not surprising; the fact that wars are a joke is evident.

Compulsory Quota Leading Topic Imperial Conference, London, Eng.

Five Questions Prepared by Canadian Representatives

Canadian Government officials at Ottawa, Ontario, are showing considerable anxiety over the plans for the discussion of moving picture matters at the Imperial Conference at London, England, this month, which will be attended by premiers of all Dominions and Colonies in the Empire. Information has been cabled by the Imperial Government to Ottawa that the plan favored by the British Government involves a compulsory quota system by which certain proportions of films shown throughout the whole Empire must be of British make in order to break the American system of block booking.

To bring matters to a head, particularly insofar as Canada is concerned, a list of questions has been prepared for submission to the Imperial Conference and rulings on the various points are considered important by the Canadian Government.

Following are the questions prepared at Ottawa:

1. What is a British film? A concise definition is first required.

2. What is the most practical method for the distribution and presentation of British pictures on a commercial basis?

3. Is the British Government and the film trade of Great Britain concerned in the production of pictures in the British Empire outside of the United Kingdom?

4. If a film is produced jointly in Canada by Canadian and American capital, technical labor and cast, can it come under the classification of a British or Empire-Produced film?

If not, what proportion of Canadian money and effort would be required to secure recognition as a British or Empire-Produced picture?

5. Would a film wholly produced in Canada as to capital, cast, labor, etc., be permitted to be called a British film; or would it be preferable to have it called a British Empire film or some other designation to be framed?

These are the points in which Canada is particularly interested, it is intimated.

H. S. Manus Visits De Luxe Films, Toronto

Mr. H. S. Manus, vice-president of the American Cinema Association, was a recent visitor in Toronto. In an interview with Mr. Manus, he informed us that the De Luxe Film Limited of Canada would release the twelve productions of the A. C. A. Company.

The productions are made under the supervision of David Hartford. Five features are ready for distribution, the sixth is now in production.

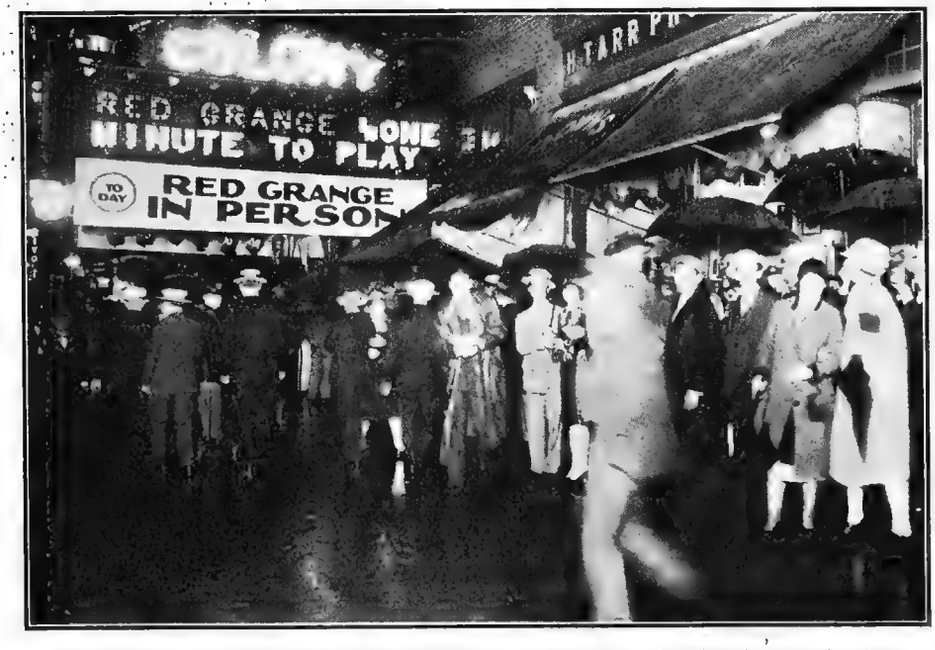
The personnel of the A. C. A. company is as follows: A. J. Moeller, president; H. Manus, vice-president and Edward Lazzinsky, treasurer.

Mr. Lazzinsky is president of the Ham-Tramic National Banks of Detroit, Mich.

Of interest to Canadian is the quality angle of the programme which is being distributed. "Jack of Hearts," one of the releases, is playing the Loew's circuit in the States, "Dame Chance," another release, opens on this same circuit October 15th. "God's Great Wilderness" opened at Loew's State, Broadway. This same picture was purchased by the Australasia Film Co. Limited, for Australia. The whole series of twelve has been purchased by the International Cinematograph Co., of London, England. Prints have already been received in the Montreal office.

Universal purchased "Then Came The Woman" for distribution on their programme in Australia.

Meyer Fisher, formerly of Toronto, is handling the distribution for Ohio, with headquarters at Cleveland.



"Red" Grange in F. B. O's "One Minute to Play," packs the theatre for its Broadway showing.

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P. A. Mills is Inventor Colored Screen Pictures

May Be Sold to American or British Producer.

P. A. Mills, an inventor, recently gave a London demonstration of color-photography, screening incidents as enacted on Richmond Bridge. The sky, the trees ,the soil, the streets took on their natural tones.

The camera utilized for color photography is fitted with four lenses which all register simultaneously. Three of them are in a single unit and in the form of a triangle, the fourth is just below. The four lenses are automatically focussed. Behind each of these lenses is a color fitter, red, blue and green. These lenses project their separate negatives.

The four lenses give an ordinary black and white "key" picture. In the printing machine the positive first shows the black and white picture, it is then covered with an emulsion, the three colors being superimposed on the black and white, one after another, the positive being covered with an emulsion after each operation. The result is a colored film giving all the colors of the spectrum without any rainbow tendency," so writes the Montreal Star.

The inventor has been doing research work for the past fifteen years and has spent about one hundred and fifty thousand dollars on his experimentations. It is the only process known which embodies these primary colors. It is expected that this patent will be purchased by a British or American film producer, already we hear the talk of millions.

Mae Busch, instead of Mary, holding the little lamb in "Lovey Mary," a Metro-Goldwyn-Mayer feature with William Haines.

OLIVE BORDEN—GEORGE O'BRIEN a great duo in Fox's "Three Bad Men."

"THE CANADIAN"

Winnipeg. — Thomas Meighan and his company of 50 actors, who have the parts of harvest hands in Somerset Maugham's "The Land of Promise," some of the scenes of which have to be taken in the fields of the farms of the western prairies, have had considerable hard luck in their enterprise owing to the heavy snowfalls throughout Alberta. The scenes were finally taken around Austin, Man. Before leaving Calgary, Alta., the entire company put on a benefit performance for one of the city's charities and the tickets sold at $10 apiece.

The name of the film will be "The Canadian.

Mr. Meighan has the part of a harvest hand and playing opposite to him is Miss Mona Palmer, just out of school, and Wyndham Standing is also in the cast. Miss Dale Fuller and Miss Palmer did considerable shopping while the company rested in Winnipeg.

DeForest Phonofilm Goes To Fox Film

Sound and Action Simultaneously Projected

Dr. Lee DeForest's Phonofilm, an invention which synchronizes sound and action, passes over to the Fox Film Corp. for their exclusive use as far as the showing of the Fox Films is concerned.

The report credits Fox interests with the purchase of a substantial interest in the DeForest Film Corp. The deal was made between William Fox and Dr. DeForest.

Distribution will follow along the lines employed by the Fox company in the distribution of their pictures generally. The invention has been successfully tried out in a number of theatres; and the low cost of installation makes one of the attractive features governing the Fox Phonofilms.

The film is about the same width as the standard film and the connection made through a single attachment to the projection machine. It is further reported that all possible "breaks" which occur upon occasion will thereby be eliminated.

The report of the Fox DeForest deal came through the offices of the Phonofilm company, but Mr. Saul Rogers of the Fox interests is reported as stating that the deal has not yet been closed.

Harrison Fisher Chooses Pauline Starke as Ideal Beauty

Harrison Fisher, world famous illustrator and portrait painter, is painting a portrait of Pauline Starke, Metro-Goldwyn-Mayer featured player, whom he calls "an ideal type of beauty." Miss Starke is acting in the feminine lead of "Love's Blindness," an Elinor Glyn production, being directed by John Francis Dillon. Antonio Moreno is featured in the leading male role.

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Movies in the Region of the Snow-Capped Alps

Educating Little People

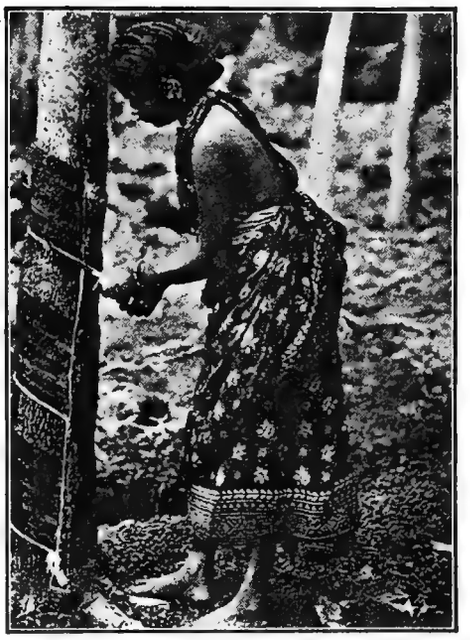
By *GEORGE CECIL*

ALTHOUGH the stay-at-home inhabitants of the snow-capped Alpine heights rarely leave their picturesque native land, they decidedly are partial to the instructive side of a movies entertainment. So each cinema manager who caters for Chamonix, St. Moritz, Engelberg and other mountain townlet audiences sees to it that his patrons are satisfied. They are shown Indian religious festivals, at which the Hindus and the Mahometans oft come to blows and lurid abuse, the adroit Javanese making cigars under the supervision of a Dutch taskmaster, and the amphibious Cingalese wresting pearls from the deep. Norwegian ski-ing, the Eton and Harrow cricket match, the crowning of the "Queen of Beauty" in Paris, the trooping of the colours in London, New York's astonishing skyscrapers, the Prince of Wales riding to hounds, the Shah of Persia exerting his authority—these and other informative sights await them. They take their children to the "cine," and on returning to the *chalet* home, catechise them. Should little Fritz and Hans show that they have paid attention to the performance they are rewarded with an extra helping of honey—a mountain delicacy. Inattention is met with cold looks and a stern reprimand. Very right and proper.

As a rule, these instructive subjects may with safety be permitted to dazzle and impress the "Kinder." But when "Sorcery Across the Ages" and similar harrowing things are shown, the elders know where to draw the line, and they draw it very tight.

The Unpaid Laundry Bill

At the moment the admirable Scandinavian films are in particular request. The proprietor of the Chamonix movie establishment declares that nothing can touch them for perfection of detail and sustained interest while the cost of hire is "right." French historical subjects greatly please, for Chamonix being on French territory, every intelligent native likes to know precisely how many ladies attracted Louis XIV. and to what extent the unfortunate Marie Therese merited death by decapitation. And anything to do with Napoleon and "Madame Sans Gene" is more than welcome, especially the scene in which the newly created duchess produces the laundry bill which the "little corporal" had ommitted to settle. All laundresses who "assist" at the performance loudly applaud.



Sunny Ceylon Rubber Tapping, one of the familiar and popular subjects in the Alpine Cinemas.

Those entertaining films, dealing with marital infidelity, prove so diverting to the godless Parisians, do not reach these rural wilds. "In Chamonix we lead virtuous lives!" recently observed the local cinema magnate to a film traveller from the "illuminated city." "Were I to confront my audience with anything which ran counter to public morality, I should be held up to disdain! The finger of scorn would (and properly) be pointed at me!" The disappointed traveller, finding Chamonix less French than he had been led to suppose, quickly departed for the valley below, and sought a more congenial atmosphere. In the mountains the Commandments of Moses are respected.

If "pictures" like "The Sporting Wife and the Unobservant Husband" may not be shown 'neath the shadow of Mont Blanc, no exception is taken to innocent merriment. Night after night Charlie Chaplin trips up the policeman and pushes fat men into ponds; the house positively rocking with delight. Never do the rustics tire of sharp tongued mothers-in-law and other moss-grown subjects which have long been pillars of the drama. Loud is their innocent glee.

The Disappearing Mountaineer

Accustomed though the Alpine population is to the accidents which overtake intrepid mountaineers, it welcomes these distressful scenes when depicted on the screen. The films, which have been rehearsed under the dazzling blue of the Swiss sky and on the Jungfrau and the Matterhorn, fill them with joy. Should an unlucky Alpinist disappear down a treacherous fissure, dragging with him several roped companions, a round of applause is as certain as sunrise. If one of the party dangles in mid-air, to be rescued by a devoted guide, the audience roars its approval. The film is witnessed again the following evening by the same enthusiasts and such is its fame that distant herdsmen, leaving the pastures high up below the snow-line, spend their savings at the movies. Nor are they averse to quitting the nome of the eagle and the chamois where life is a trifle dull.

There are sons of toil also who like to laugh, and Charlie Chaplin meets their simple requirements. They, however, prefer his earlier films to those in which, assisted by Mr. Coogan, he "moves the tender heart to pity," as the late Georgian poet so touchingly expressed it. Little Jacky, in fact, cuts little ice.

Carting Plumbago by bullock cart, a Malayan subject to which Alpine movie fans are ever partial.

New Film Appointments

R. S. Bell, known to the film trade as "Chic," who has for the past year been manager of the First National films in Winnipeg, Man., has been promoted to Sales Supervisor for Western Canada. M. J. Isman, who has had years of experience as an exhibitor and salesman, has been appointed manager of the Winnipeg branch of the First National.

Associated Screen News Buys The Spotlight

"The Spotlight," with which Ray Lewis, our editor was formerly connected, and from which she later resigned to devote her time to The Canadian Moving Picture Digest has been purchased by the Associated Screen News of America.

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Dainty MADGE BELLAMY
in Fox "Summer Bachelors."

JOHN GILBERT, Metro-Goldwyn-Mayer star, shows RAMON NOVARRO a "Bardelys The Magnificent" moustache.

BEN LYON
in First National's thriller,
"The Great Deception."

PATSY RUTH MILLER in Warner's box-office attraction, "Broken Hearts of Hollywood."

Principals in cast of "The Belle of Broadway," Columbia's second release of the season based on Paul Herve's musical comedy success, "Adele." Left to right—Betty Compson, star of the production, Herbert Rawlinson, leading man, Armand Kaliz, the heavy. Edith Yorke playing the mother role, and Tom Ricketts sustaining comedy in a character role.

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ELECTRIC

THE MACEY SIGN CO. LIMITED

Exclusive Designs

Better Workmanship

The MACEY SIGN CO. LIMITED

Recognized
the Highest
in Class,
Distinction,
and
Individuality

MACEY

Our
Electric
Signs
and
Marquise
are
Beyond Criticism

TORONTO The MACEY SIGN CO. LIMITED **CANADA**

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The first release of

26 WARNER WINNERS

brought this wire from the biggest circuit on the West Coast!

WESTERN UNION TELEGRAPH

WC Los Angeles Calif 1212p Oct. 8 1926

S. E. MORRIS
Warner Bros. Pictures Inc.

We are just completing Opening Week our Uptown Theatre New First Policy with your First Special Production Across the Pacific with Monte Blue and a Great Cast and I am more than happy to advise you this picture has given wonderful satisfaction both at the Box Office and with our Patrons stop Hope balance of product which we have also contracted with you will hold up the standard set by Across the Pacific Kindest Regards

A. M. BOWLES
General Manager West Coast Theatres Inc.

26 INDIVIDUALLY SPECIALIZED

WARNER WINNERS

THE BRUTE
MY OFFICIAL WIFE
THE COLLEGE WIDOW
HILLS OF KENTUCKY
MILLIONAIRES
WHAT HAPPENED TO FATHER

IRISH HEARTS
THE CLIMBERS
WOLF'S CLOTHING
BITTER APPLES
DEARIE
WHAT EVERY GIRL SHOULD KNOW
ACROSS THE PACIFIC

DON'T TELL THE WIFE
WHILE LONDON SLEEPS
MATINEE LADIES
THE GAY OLD BIRD
THE HEART OF MARYLAND
WHITE FLANNELS

THE BLACK DIAMOND EXPRESS
A MYSTERY DRAMA
THE THIRD DEGREE
PRIVATE IZZY MURPHY
TRACKED BY THE POLICE
A MILLION BID
SIMPLE SIS

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CANADIAN MOVING PICTURE DIGEST

Vol. 18, No. 25. TORONTO 2, CANADA October 23rd, 1926

GOING!

GOING!

GONE!

it's no laughing matter

JUDGING by the flood of contracts
ON "The Four Horsemen"
SOMEBODY'S going to feel sad
WHEN their opposition gets this
PRIZE buy of the year . . . Grab it quick
WHEW! *some business* at the Capitol (N. Y.)
TWO grand and glorious weeks
GET your share, brother!

THE FOUR HORSEMEN—METRO-GOLDWYN

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2

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it started
as a whisper
BARDELYS

then the whisper
grew in volume

BARDELYS

the word spread
louder and louder

BARDELYS

soon on every
film row they said

BARDELYS

the name that will make
1926-1927 memorable

BARDELYS

directed by King Vidor starring John Gilbert.
Watch for the big sensation of this year or any year.

BARDELYS

The Magnificent — By SABATINI

With ELEANOR BOARDMAN, Roy D'Arcy,
Karl Dane, George K. Arthur, Arthur Lubin.
Scenario by Dorothy Farnum

METRO-GOLDWYN-MAYER

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Setting New Box Office Records Everywhere!

15th BIRTHDAY GROUP

Paramount Pictures

are being Booked faster and wider than any Product ever known

Every One to Date a Sensational Success

Famous-Lasky Film Service, Ltd.

St. John - Montreal - Toronto - Winnipeg - Calgary - Vancouver

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No Kid

"KID

STA

EDDIE

a Paramount Picture

The Newest and Funniest face in Motion Pictures to-day!

FAMOUS-LASKY FI

St. John - Montreal - Toronto -

Google

bout

BOOTS

ANTOR

IT'S A WOW!

The Comedy Sensation of the Year

I SERVICE, Limited

Winnipeg - Calgary - Vancouver

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Note these Titles!

Old Ironsides	James Cruze's mighty road show epic.
WINGS	A gigantic production of the Air Service in the World War.
Beau Geste	Herbert Brenon's smashing melodrama with Ronald Colman. Noah Beery, Alice Joyce—all star cast.
Sorrows of Satan	D. W. Griffith's masterpiece with Adolphe Menjou, Ricardo Cortez, Carol Dempster, Lya de Putti.
The Rough Riders	Victor Fleming's cyclonic classic of courage.
The Wedding March	Eric Von Stroheim's brilliant romance of Vienna.
Harold Lloyd's	new comedy special, as yet not definitely titled.

THE DOMINATING LONG RUN
MONEY MAKERS OF 1926-7

15th BIRTHDAY GROUP

Paramount Pictures

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Canadian Moving Picture DIGEST

Published by Canadian Moving Picture Digest Company, Limited.
259 Spadina Ave. - Toronto
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45 West 45th Street

RAY LEWIS
Editor and Managing Director
GEORGE C. WILLIAMS
President

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Established in 1915 for Exhibitors
Subscription: $5.00 yearly
Telephone: Trinity 1481

Vol. 18, No. 25. TORONTO, CANADA October 23rd, 1926

Ray Presents

CARL LAEMMLE, the little, big president of Universal received a welcome, which even the coming of Her Majesty, The Queen of Roumania could not dim.

The entire Industry endeavored with greetings and cheers to convince Mr. Laemmle that they were glad that he decided to remain one of them.

The heads of the Motion Picture Industry, led by Mr. Will Hays, joined two hundred officials, executives and employees of Universal in their ceremony of welcome, boarding, in company with Mayor Walker of New York, the official boat at the Battery which steamed towards the Berengaria.

* * *

The members of the official party included Will Hays, Hugo Reisenfeld, Col. G. L. Baynes of Kinograms, Henry M. Hobart of Distinctive, William Fox, Earl V. Hammons, Elmer Pearson, J. J. Murdock, R. F. Woodhull, J. A. Jacobs of Bray, Arthur James, Epes W. Sargent, John Spargo, William A. Johnston, Maurice Kann, Fred J. McConnell, James Milligan, Miss Louella Parsons, Jules Brulatour, Ex-Gov. Milliken, Cortland Smith, Vernon Garrick, Jack Cosman, Siegfried Hartman, Dr. J. Heiman, Paul Sheild of Sheilds and Co., Karl Behr of Dillion Reed Co., Dean Mathey of same organization, Al Mayer of Photo Repro., I. N. Landauer and Miss Marian Nixon, Universal star, E. H. Goldstein, R. H. Cockrane and P. D. Cockrane, Lou B. Metzger, Paul Gulick and Joe Weil, together with the other Universal officials and executives.

* * *

FIRST NATIONAL is running a letter contest with seventy-five dollars in gold to the first and second prize winners of the best letter on the Banner Group. No literary style

(Continued on Page 10)

The House of Lords

IN THE OLD COUNTRY one must be a peer to be eligible for the House of Lords. A few gentlemen of the type of Lloyd George prefer to remain without the peerage in order to be eligible for the House of Commons, which in our civilization has taken on the colour of the real business legislation of the nation.

America has its Senate which is its House of Commons; and its House of Lords which constitutes the Association of Bankers, for Finance is supreme in America, and the Bankers are certainly the arbiters of Finance in that from them all necessary cash flows.

Our Industry is recognizing this House of Lords more and more as our business becomes more stabilized, and the Financial peers are recognizing our Industry, for threaded through our Industry, well-threaded one might say, you will find representatives from the House of Lords, presidents of banks and other officers sitting on the Board of Directors, or behind the financial policies of our producing, distributing, and exhibiting organizations.

Recently Louis Mayer, one of the officials of the Metro-Goldwyn-Mayer organization, was asked by five thousand bankers to address a meeting of twenty thousand bankers in session at Los Angeles from all over the world.

I have read Mr. Mayer's address and recognize in the breadth of handling, that the Industry of Motion Pictures, in having Mr. Mayer speak for them at this meeting, received a most admirable presentation. Mr. Mayer certainly sold this Industry to the Financial House of Lords; and it should be comparatively easy for any legitimate Picture Enterprise to be able to interest Finance, as far as banking interests are concerned.

It is a long way from the little "honky-tonk" days, and the one-reelers, and yet all this amazing advance has taken place within less than twenty-five years. Twenty thousand theatres showing pictures in America, one hundred million persons a week seeing Motion Pictures. The best buys on the stock market take a headlong flop, and Motion Picture stock holds its own. No wonder the House of Lords comes to Los Angeles, the heart of America's Picture Industry, and no wonder that it asks for an official from one of the most important units of our Industry to address it. Bankers only listen when they can see dividends.

Ray Lewis

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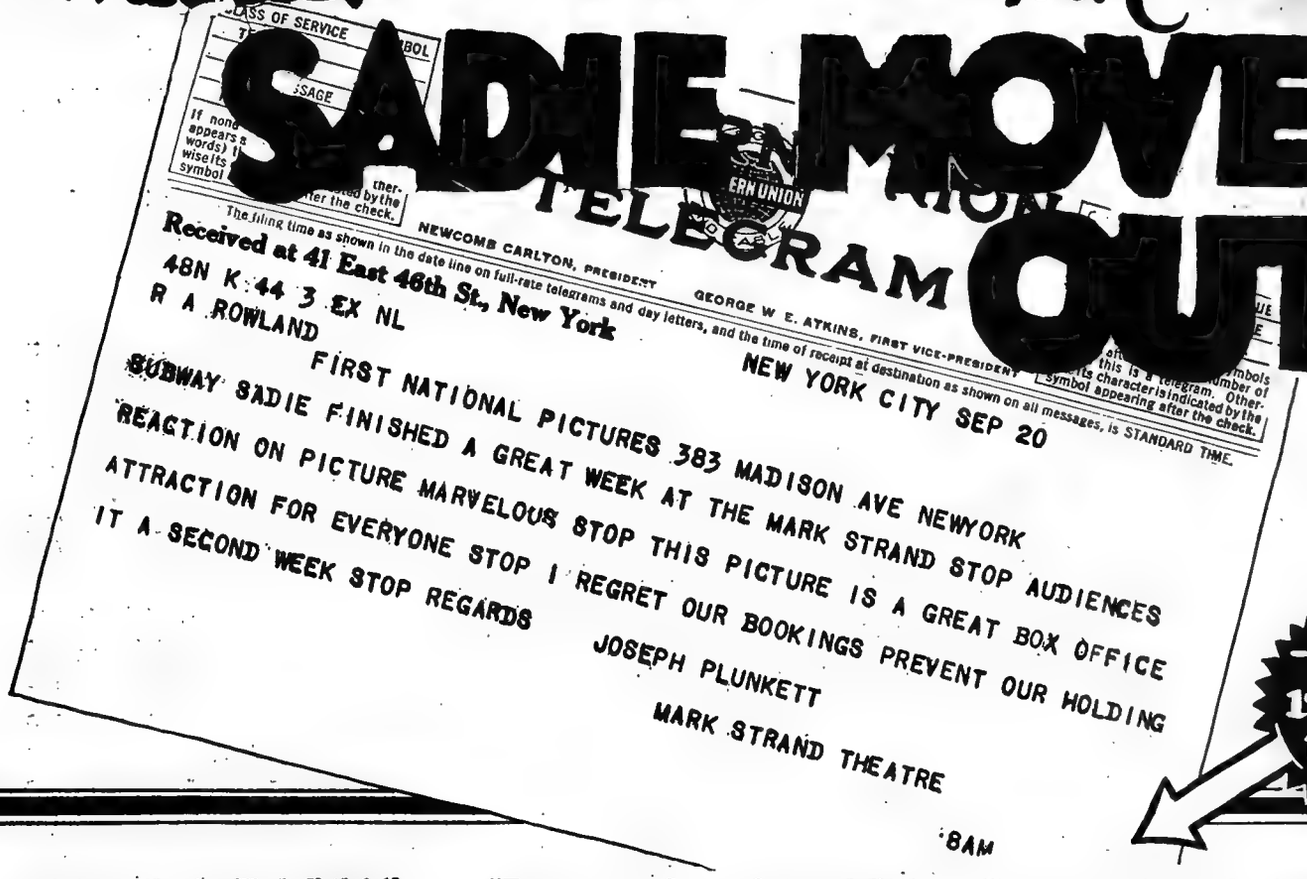
It was like taking candy from a baby when SADIE MOVED OUT!


CLASS OF SERVICE
SYMBOL
MESSAGE
WESTERN UNION
TELEGRAM
NEWCOMB CARLTON, PRESIDENT
GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT
The filing time as shown in the date line on full-rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD TIME.
Received at 41 East 46th St., New York
48N K 44 3 EX NL
R A ROWLAND
NEW YORK CITY SEP 20
FIRST NATIONAL PICTURES 383 MADISON AVE NEWYORK
SUBWAY SADIE FINISHED A GREAT WEEK AT THE MARK STRAND STOP AUDIENCES
REACTION ON PICTURE MARVELOUS STOP THIS PICTURE IS A GREAT BOX OFFICE
ATTRACTION FOR EVERYONE STOP I REGRET OUR BOOKINGS PREVENT OUR HOLDING
IT A SECOND WEEK STOP REGARDS
JOSEPH PLUNKETT
MARK STRAND THEATRE
8AM

—and read these

"A picture that will delight the majority of straphangers, and that is covering a pretty large territory. It is what the boys call excellent box-office."

—Morning Telegraph

"Miss Mackaill is a most charming figure in this picture and most convincing in her portrayal of the vivacious Sadie."

—Daily News

"A new maker of good little movies has popped up in Alfred Santell, who did 'Bluebeard's Eighth Wife' and has now evolved out of 'Subway Sadie' a consistently decent affair . . . In the subway sequences particularly the neatness of Mr. Santell's work comes shining through . . . Dorothy Mackaill does exceedingly well."

—N. Y. World

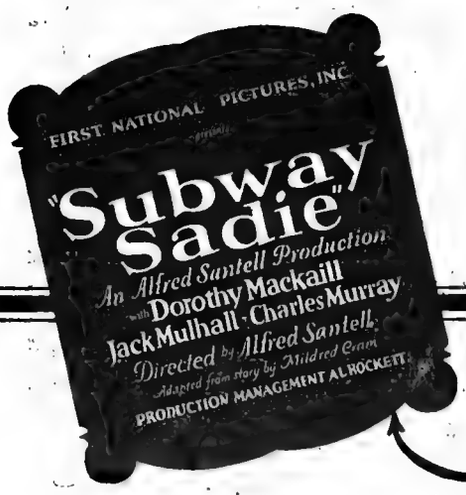
"Dorothy Mackaill's work as Sadie Hermann is her best screen performance since 'The Man Who Came Back' . . . Scores a personal triumph . . . Director Santell has injected interesting camera novelties to aid his story."

—Daily Mirror

"An amusing photoplay, in which there are a number of cleverly directed scenes . . . Might be likened to an O. Henry story . . . Dorothy Mackaill is vivacious and charming."

—N. Y. Times

"If anyone ever doubted that Al Santell is a good director, I advise the doubter to visit the Mark Strand . . . . he has concocted a light but charming comedy." *—N. Y. American*



First National Pictures

MAKE EVERY HOUR A RUSH HOUR AT YOUR BOX-OFFICE with A First National Picture

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$75.00 IN GOLD

to the exhibitors writing the best letters entitled

"Why I Bought the Banner Group"

All that is necessary is to write an article of not less than 100 and not more than 300 words setting forth your reasons for buying the Banner Group. The reasons are many:-- it may be the star value of the program-- the reputation of First National for releasing consistently good pictures--successes of the past season--popularity with the public-- the square dealing policy of the company or any other reason that is peculiarly local.

CONDITIONS OF CONTEST

The contest is open to any exhibitor who on or before December 10th has contracted for the Banner Group or part of it where only part was available. Franchise Holders are eligible.

Contest opens on November 1st and closes on December 15th.

Entries must be written on theatre letter heads and typed copies are preferable.

All letters become the property of First National Pictures, Inc. to be used for publication or other purposes as the company may desire.

Three judges will be appointed whose names will be announced later.

Address all replies to BANNER GROUP CONTEST EDITOR, First National Pictures Inc. 277 Victoria St., Toronto 2, Ont.

The writer, who, in the opinion of the judges, makes the best reply will receive $50.00 in gold. The writer of the next best letter will be given $25.00 in gold.

FIRST NATIONAL PICTURES

Get Yourself a Xmas Present from

FIRST NATIONAL

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Ray Presents

(Continued from Page 7)

necessary, just a letter from an exhibitor explaining in simple language what there is about this First National Banner Group which makes it a Banner. There will be three judges, an exhibitor, one official from First National and some other person selected in the Industry.

Watch for names of judges and further developments in coming issues, incidentally send your letters in, get the gold, it's enough to buy a nice Xmas present. O, yes, just about two months and Xmas will be here.

* * *

EXHIBITORS on the committee representing Amusement Tax, gather your clans. Premier Ferguson must have "gone wet" on the Amusement Tax reduction, for his policy discloses "Amusement tax admissions off up to and including 25 cents." Now this is the equivalent to a "crumb from the rich man's table," fifty cents would have been little enough, and that would have covered every theatre, night admissions included, fairly well, but the twenty-five cents covers a very small proportion of our Motion Picture theatres; and does not satisfy the demands of our patrons. Notification of Amusement Tax meetings will be forthcoming.

* * *

W. A. FINLAYSON, K.C., of Midland, Ont., who was the admirable spokesman for the Exhibitors' Committee which interviewed Premier Ferguson on the Amusement Tax question, has been appointed Minister of Lands and Forests. "As wise a choice as they could have made, there is no brainer man at Queen's Park than Finlayson," is the way the new Minister's friends received the news of his appointment. The Motion Picture Industry of Canada extends its congratulations to the Hon. W. A. Finlayson.

* * *

WITH the resignation of the Hon. W. F. Nickle, the Hon. W. H. Price, formerly Provincial Treasurer, becomes Attorney General, and the Hon. Dr. J. D. Monteith, former Mayor of Stratford, becomes Provincial Treasurer for Ontario.

Dr. Monteith is said to have come into the Political Spotlight when in 1923 he defeated F. Wellington Hay, Liberal leader then in North Perth.

The Monteith family tree boasts of many legislators, the father, brother and cousin having all served in a legislative capacity.

With "Tramp, Tramp, Tramp" tramping down records and "The Strong Man" cracking Broadway wide open, Harry Langdon takes nourishment for his next "Long Pants." for First National.

HARRY LANGDON

The late Andrew Monteith sat in the first legislature following Confederation and was among the supporters of Sir John A. Macdonald. In 1909, J. C. Monteith, brother of the newly appointed Provincial Treasurer, who is now postmaster of a branch post office in Stratford, Ont., was a member of the legislature, while his cousin, the Hon. Nelson Monteith was Minister of Agriculture under Sir James Whitney. The new Minister was born June 2nd, 1865. The Industry, with whom the Hon. Dr. J. D. Monteith will have some contact, offers its congratulations.

* * *

"BEAU GESTE," Paramount's splendid adaptation of the world-read novel by Percival C. Wren opened at the Regent Theatre, Toronto, this week, and every available seat continues to be filled.

Our reviews will tell you how splendid the production has turned out; but if a bit premature, we cannot refrain from commenting upon Noah Beery's "Sergeant Lejaume," Ah, that's a performance!

In truth Beery is our Emil Jannings; and that is a real compliment, for Jannings is certainly an artist supreme, what the old school of acting would have termed a great actor.

I am not over-looking "Beau Geste" as played by Ronald Colman, this man has a charm distinctly his own, no poseur, but a fine type for gentleman parts which require dignity of interpretation.

"Beau Geste" should run close to eight weeks at the Regent and make both the house and the Paramount money. Incidentally, it's a man's picture, but makes a hit through its real masculinity with the ladies. God Bless Us!

Toronto Theatres

REGENT — "Beau Geste," with Ronald Colman, Alice Joyce, Mary Brian and Noah Beery. Class A. Feature extraordinary.

UPTOWN — "Men of Steel," with Milton Sills—First National. Great lead for Sills. Powerful story.—Class A.

LOEW'S — "The Waltz Dream," with All-Star Cast — U. F. A. Story has been cut to give it speed. Colorful and continental.

PANTAGES — "The Strong Man," with Harry Langdon — First National. Going strong.

TIVOLI — "Mismates," with Doris Kenyon — First National. Good box-office attraction.

Neighborhood Theatres

PALACE — "The Penalty," with Lon Chaney — Metro-Goldwyn-Mayer. Fascinating Chaney furnishing the thrills.

ST. CLAIR—"The Amateur Gentleman," with Richard Barthelmess—First National. English atmosphere, Barthelmess fans will love it. "Diplomacy," with Blanche Sweet—Paramount. Good.

YORK — "Bigger Than Barnum's" with Viola Dana—F. B. O. A hit—a palpable hit. "Paradise," with Milton Sills and Betty Bronson—First National. Good.

COLLEGE — "The Amateur Gentleman," with Richard Barthelmess—First National. "Into Her Kingdom," with Corinne Griffith—First National. Excellent. Corinne charming as the little Russian maid and then as the adult princess.

BEACH — "Bigger Than Barnum's" with Viola Dana—F. B. O. "La Boheme," with Lillian Gish and John Gilbert — Metro-Goldwyn-Mayer. Lends itself beautifully to screen adaptation—Lillian Gish and John Gilbert good.

CAPITOL — "Mantrap," with Clara Bow — Paramount. Clara Bow making a record hit everywhere and Ernest Torrence helpin with his good work substantially. "Tin Gods," with Thomas Meighan — Paramount. Tom's best chance in a long time.

DANFORTH — "Bride of the Storm," with Dolores Costello and John Harron — Warner. Dolores does very good work — picture entertaining.

CHRISTIE—"Combat," with House Peters—Universal. Powerful picture. "Captain January," with Hobart Bosworth and Irene Rich.—Independent. Strong leads.

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First National Offers Prize Money

$75.00 in Gold for Best Letters on Banner Group

Elsewhere in this issue First National announces a contest based on the subject, "Why I Bought the Banner Group."

The rules of the contest require that an exhibitor must have a contract for the Banner Group, or part of the Banner Group in localities where the split of the Group was necessary. Any exhibitor who contracts for the Banner Group on or before December 10th is eligible to compete for one of the prizes. The letters must give the exhibitor's personal reason why he bought the Group and they must be in not less than one hundred words and not more than three hundred.

Three judges will be appointed, and the letter which, in their opinion, sets forth the best reasons for buying the Group will be awarded $50.00 in gold. The next best letter will be awarded $25.00 in gold.

First National reports that the Banner Group has been more widely sold than any previous group released in Canada by that company, and it is expected that a large number of replies will be received.

The contest offers the same chance of winning to the small town exhibitor as to the large theatre operator, for the small town theatre owner might point out some peculiar condition that is local and thereby win first money.

As announced, three judges will be appointed whose names will appear in the coming issue of The Digest. It is expected that one representative of First National will act in this capacity along with two other persons outside of that organization.

All replies should be addressed to the Banner Group Contest Editor, First National Pictures, Inc., 277 Victoria Street, Toronto. The contest closes on December 15th and the prize money will have reached the winners by the date of the issue, taking the form of a Christmas gift.

Symphony Concerts Presented At Centre, Ottawa

For the winter season Manager D. Stapleton of the Centre Theatre, Ottawa, Ontario, is presenting a series of semi-weekly symphony concerts with an augmented orchestra of 25 pieces under the direction of Conductor Jack Fallen, the concerts to be held every Monday and Friday evenings.

June Mathis and hubby Balboni discussing production plans in their Hollywood home for "Here Y'Are Brother," which follows "The Masked Woman."

"FLAMING FRONTIER" SPONSORED CHICAGO HISTORICAL SOCIETY

Because of the historical accuracy of "The Flaming Frontier," Bruce Godshaw, Universal exploiteer, was able to arrange a special showing for school children with the Chicago Historical Society on the Saturday morning of the opening of the Universal super at the Randolph Theatre, Chicago. The Society holds Saturday morning lectures for children and awarded invitations to the special showing to those who had the best records of attendance at the lectures.

G. A. Laroche Appointed Director Orchestra Francais

Manager Harry O'Regan of the Francais Theatre, Ottawa, Ontario, has announced the appointment of G. A. Laroche as director of the new orchestra of the theatre. The Francais presents selected second runs and is doing excellent business under the direction of Mr. O'Regan.

"The Only Way" Presented At Imperial, Ottawa

Soon after Sir John Martin-Harvey the celebrated English actor played a personal engagement in Ottawa, Ontario, Manager J. T. Moxley presented "The Only Way," starring Sir John, at the Imperial Theatre, Ottawa. It is a British film production released by United Artists.

Warner Bros. Production Schedule One-third Completed

Additional Pictures Ready To Go Into Work

WITH the new season only fairly under way, Warner Bros. already have practically one-third of their productions either completed or near completion and a number of others are in preparation for early production. Present indications are that the Twenty-Six Warner Winners and the specials will all be completed well in advance of the dates originally set.

The productions already completed are the road show attractions, John Barrymore in "Don Juan" and the adaptation from "Manon Lescaut," and Syd Chaplin in "The Better 'Ole," "Across the Pacific," starring Monte Blue; "Private Izzy Murphy," starring George Jessel; "My Official Wife," starring Irene Rich and Conway Tearle, and "Millionaires," with George Sidney, Louise Fazenda, Vera Gordon, Nat Carr, Helene Costello and Walter Merrill, directed by Herman Raymaker. The last named picture was produced under the title of "Mama Kiss Papa." The title was changed last week. It was suggested by the E. Phillips Oppenheim book, "The Inevitable Millionaires."

Four pictures are now in production. They are the Syd Chaplin road show attraction, "The Missing Link," the Rin-Tin-Tin starring vehicle, "While London Sleeps," the Dolores Costello starring vehicle, "The Third Degree," and "Fingerprints," starring Louise Fazenda and John T. Murphy.

All four of these productions are now at an advanced stage and will soon make way for new ones in preparation, according to latest advices from the West Coast.

HARVEY GATES TO ADAPT LANGDON McCORMACK PLAY

Harvey Gates, well known writer of scenarios and screen adaptations, has been engaged by Chadwick Pictures Corporation to adapt "Life of an Actress." Among Gates' past outstanding successes is "Paint and Powder," a Hunt Stromberg special production, a Chadwick pictures of last year. "Life of an Actress," which will go into production at the Chadwick West Coast Studios shortly, is from the well known stage play of the same name by Landon McCormack, author of "The Storm." The cast will be announced shortly. James Young will direct.

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Ready for Release on Armistice Day Nov. 11th

It's a Picture You'll be Proud to Show Your Patrons

Regal Films
Limited
Sole Distributors for Canada
Toronto, Montreal
St. John, Winnipeg
Calgary, Vancouver

Just When the Deman
More Insistent Than Ev
and Greates

Beyond a Dou
ENGLAND

MEMORIES OF OTHER DAYS—
SWORDS INTO PLOWSHARES

TALKING IT OVER AGAIN

A ROARING ROMANCE
OF THREE BRITISH TOMMIES
IN THE ARMY—AND AT HOME

PATHOS!
HUMOR!
LOVE!
ADVENTURE!

See Again
Dear Old
Westm
The That
Cleopa

Google

For British Pictures is We Offer the Latest British Hit

Produced in an ENGLISH STUDIO by ENGLISH ARTISTS,

INEST PHOTOPLAY!

EVERY MOTHER'S SON"

THRILLS! COMEDY!

NOBBY GIVES THE COOK A TREAT

d's Greatest Beauty spots— Abbey, Old London, bankment, Victoria Gardens, eedle, Westminster Bridge.

Here's a Feature "Made to Order" for Canadian Exhibitors

A Box Office Magnet such as is Seldom Offered

Regal Films

Limited

Sole Distributors for Canada

Toronto, Montreal St. John, Winnipeg Calgary, Vancouver

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THEY DIRECT FOX

IRVING CUMMINGS

GEORGE H. MELFORD

J. G. BLYSTONE

R. WILLIAM NEILL

JOHN GRIFFITH WRAY

LOU TELLEGEN

LEW SEILER

LAMBERT HILLYER

BEN STOLOFF

SCOTT DUNLAP

F. W. MURNAU

FRANK BORZAGE

HOWARD HAWKS

VICTOR SCHERTZINGER

The best directors in the industry have been assembled to produce Fox Pictures.

You exhibitors only need to look at the names and faces on this page to be convinced of that. You know what these men have produced.

You have made money on their pictures in the past—and you know what to expect when they are given the plays and stories on the Fox schedule and a brilliant array of actors from which to select their casts.

The first of this season's product has proved the box-office quality of Fox Pictures. As the season advances, each new production will **prove that this box-office quality is absolutely dependable.**

Fox has the stories and plays!

Fox has the stars and players!

FOX HAS THE DIRECTORS!

FOX HAS THE PICTURES!

Go gle

profit pictures ~ YOU PLAY 'EM and reap the benefit of their brains and experience

here's the line-up for 26-27

What Price Glory
7th Heaven
The Music Master
3 Bad Men
One Increasing Purpose

Is Zat So?
Mother Machree
Upstream
Fig Leaves
Gaby
The City
The Auctioneer
The Family Upstairs
Whispering Wires
The Return of Peter Grimm
The Blue Eagle
Married Alive
The Lily
The Holy Terror
Hidden Charms
The Country Beyond
Ankles Preferred
The Congressional Medal
Cradle Snatchers
Womanpower
Going Crooked
The Monkey Talks
The Second Year
The Midnight Kiss
"Marriage License?"
Wings of the Storm
My Wife's Honor

Bertha, the Sewing Machine Girl

7 Tom Mix
All Western Productions
Now better than ever before!

7 Buck Jones
American Outdoor Pictures
Fox-made Westerns!

EDDIE CLINE

ALBERT RAY

and also ~ that big surprise ~

SUMMER BACHELORS

FROM McCLURE'S MAGAZINE STORY BY WARNER FABIAN AUTHOR OF "FLAMING YOUTH"

MATT MOORE - WITH MADGE BELLAMY - OLIVE TELL
ALLAN FORREST - HALE HAMILTON - WALTER CATLETT - CHARLES WINNINGER

ALAN DWAN PRODUCTION

HARRY BEAUMONT

RAOUL WALSH

ALFRED E. GREEN

ALLAN DWAN

JOHN FORD

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Round About the Studios

When ANTON VAVERKA, famous Czecho-Slovakian actor, appears in the role of the late Emperor Franz Josef in ERICH VON STROHEIM'S Paramount production, "THE WEDDING MARCH," his uniform will be strung with several chains of flashing medals.

The late Emperor Franz Josef wore for fifty years a war medal know as the officer's long service cross; a court Jubilee medal and Jubilee Cross of the fourth class; the Order of St. George of Russia; his own medal, turned with his face to the inside; the broad ribbon of Maria Theresa, the iron crown of Leopold; the Order of the Golden Fleece; the medal of the Supreme Order of Austria-Hungary, St. Stephens, the first apostolic King of Hungary.

BEBE DANIELS will be Paramount's star comedienne for at least another five years. This was assured when her existing contract which still had two years to run, was torn up and she affixed her signature to a new agreement which allies her with Famous Players-Lasky until 1931.

Miss Daniels is now completing the final scene of her forthcoming vehicle, "STRANDED IN PARIS," which Arthur Rosson is directing.

LLOYD HUGHES

First National's popular star appearing in "Pals First."

VERA REYNOLDS is starring in P. D. C.'s woman angle of the war, called "CORPORAL KATE," a Paul Sloane production from the story by Zelda Sears and Marion Orth.

NEIL HAMILTON and William Platt have been added to the cast of "Mother Machree," screen epic of Ireland being made by Fox Films from the popular song and story by late Rida Johnson Young. John Ford, directing, is selecting the cast to support Belle Bennett, who has the lead in the name role, with the utmost care.

CLAIRE WINDSOR

as she appears in Metro-Goldwyn-Mayer's popular comedy-drama— "Money Talks."

FRED THOMSON, F. B. O.'s Western ace, will be a half Irish, half Spanish horseman in his next special, "DON MIKE," which is now being prepared by his editorial staff.

"Don Mike" deals with the early days of California.

PAUL L. STEIN'S next picture for Warner Bros. wll be "Matinee Ladies," an original story by Albert S. Howson and Sidney R. Buchman. The announcement conveys the news that it will be an all-star cast. Harry Dittmar, who has just been signed by Warners to a long term contract as scenarist, is now at work on the scenario and production will be started in the near future.

ALMA RUBENS

gets a splendid chance in "The Marriage License" for Fox, adapted from "The Pelican."

"WOLF'S CLOTHING," starring Monte Blue and Patsy Ruth Miller; "THE HEART OF MARYLAND," starring Dolores Costello, and "THE CLIMBERS," starring Irene Rich, are pictures ready for early production for Warner Bros.

ROBERT Z. LEONARD, who just completed the direction of "A LITTLE JOURNEY," from the pen of RACHAEL CROTHERS, will next direct "The GRAY HAT," a French farce at the Metro-Goldwyn-Mayer studios.

AL COOKE and KIT GUARD, F. B. O.'s famous two-reel comedians, who have just finished the "BILL GRIMM'S PROGRESS" series, and who also did the howling funny conductor and brakeman in the "Red" Grange special, "ONE MINUTE TO PLAY," have the chief fun-making parts on the masculine side of "HER FATHER SAID NO," a H. C. Witwer story. With them will be little Frankie Darro, the kid comic who works with Tom Tyler and his Gang in the Tyler Westerns, and other noted laugh producers. The director hasn't been chosen yet, but the picture will be supervised by Sam Wood, the successful producer of "Red" Grange's big hit, which abounded in sure-fire comedy. It will be a six-reel feature.

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Hollywood Plans Big Reception for Jannings

Hollywood's "foreign colony" has begun to prepare for its supreme event of the year, the arrival of Emil Jannings, Europe's foremost male star who is coming to the film metropolis to work for Paramount.

Erich Pommer, Paramount producer who supervised at UFA the picture that "made" Jannings, is directing the arrangements for the reception of the star. He met him in New York and will accompany him to Hollywood.

Pola Negri, Mauritz Stiller, and other foreign-born stars and directors, who knew and were associated with Jannings abroad, are among the leaders in the Hollywood reception plans.

It was Pommer who explained the adulation which Jannings claims from the profession and public alike overseas.

"If John Barrymore, Wallace Beery and Harold Lloyd were one person," said Pommer, "that would be the American Jannings. Jannings has starred in character roles, romantic roles and comedy. He is idolized in Europe. In 'The Last Laugh' he was a decrepit old man, in 'Variety' he was a love-sick sentimentalist, and in 'Quo Vadis' he was a swash-buckling monarch."

Although it is not generally known, Jannings was born in this country, in New York, but his parents took him back to Germany before he was a year old.

"THE FOUR HORSEMEN" GREATLY IN DEMAND

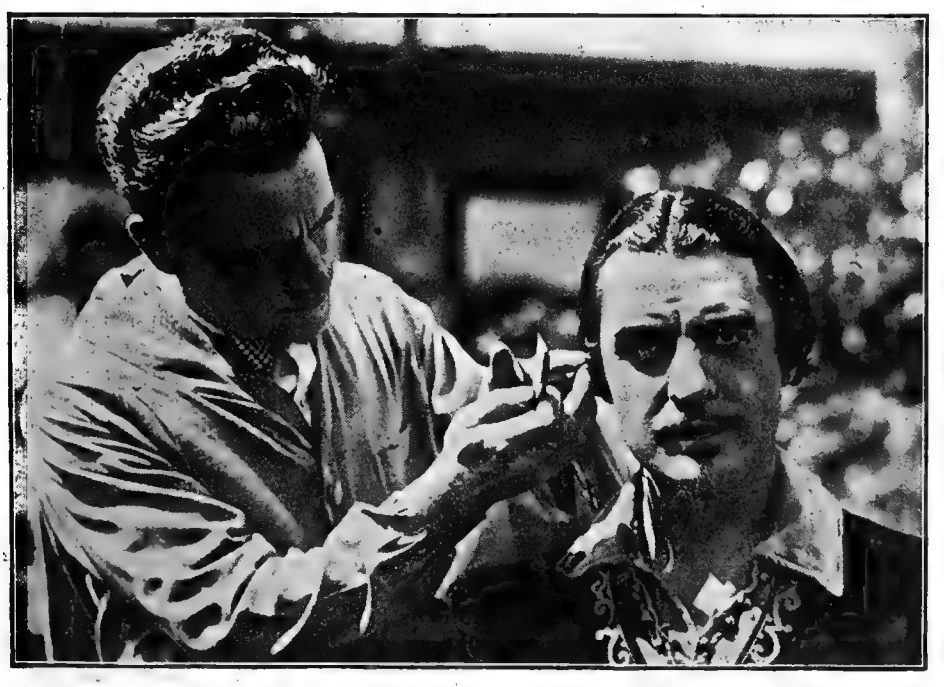
A remarkable second triumph for Rex Ingram's spectacular war picture, which has long been considered one of the greatest films ever produced, is indicated by the tremendous demand for bookings of the Ingram picture, which has just been re-issued by Metro-Goldwyn.

Promptly on the heels of the crashing success registered by "The Four Horsemen" at the Capitol Theatre, Manhattan, where a box-office total of more than $118,000 was amassed in a sensational two-week run, requests for bookings of the photoplay have poured in from leading film houses located in all parts of the country.

While "The Four Horsemen" has been booked by the Loew Circuit in New York, and by the Saenger Circuit, leading exhibitors in Ohio, Pennsylvania and New England have hastened to ask for the picture.

Canadian Beauties Featured At Capitol, Winnipeg

Two outstanding Canadian beauties of the year made personal appearances at the Russell Theatre, Ottawa, for three days of the week of October 17. One was Jean Ford Tolmie, of Toronto, and the other was Miss Patricia O'Shea, of Winnipeg, who won the title of "Miss Winnipeg" in the contest which was staged by H. M. Thomas at the Capitol Theatre, Winnipeg. Ray Tubman is manager of the Ottawa Russell which is under lease to Famous Players Canadian Corp.



John Gilbert is made handsomer than ever for Metro-Goldwyn-Mayer's "Bardelys the Magnificent."

NEW YORK THEATRES

GEORGE M. COHEN — "Sorrows of Satan," with Adolphe Menjou, Lya de Putti and Carol Dempster; directed by D. W. Griffith—Paramount. A masterpiece according to the critics.

MARK STRAND — "The Nervous Wreck," with Harrison Ford, Phyllis Haver and Chester Conklin; directed by Scott Sidney—P. D. C. Another winner with great parts for all.

CAPITOL — "The Temptress," with Greta Garbo, Antonio Moreno and Lionel Barrymore; directed by Fred Niblo — Metro-Goldwyn-Mayer. All the elements of entertainment. Greta great.

RIALTO — "Kid Boots," with Eddie Cantor; directed by Frank Tuttle — Paramount. An outstanding hit.

RIVOLI — "The Quarterback," with Richard Dix and Esther Ralston; directed by Fred Newmeyer — Paramount. Excellent entertainment. Leads keep things moving.

HIPPODROME—"Her Big Night," with Laura La Plante; directed by Melville W. Brown — Universal. Laura as good to look at as ever, and registers great all on her own.

BROADWAY—"The Strong Man," with Harry Langdon — First National. Strong, Stronger, Strongest at the box-office.

COLONY — "Vitaphone" and "The Better 'Ole," with Sydney Chaplin —Warner. A good tonic for the box-office and patrons.

ASTOR — "The Big Parade," with John Gilbert and Renee Adoree; directed by King Vidor — Metro-Goldwyn-Mayer. Sailing along on its wave of success.

CENTRAL — "The Scarlet Letter," with Lillian Gish; directed by Victor Seastrom — Metro-Goldwyn-Mayer. Running "The Big Parade" a close second in popularity.

CRITERION — "Beau Geste," with Ronald Colman, Noah Beery, Alice Joyce and Norman Trevor—Paramount. Tremendous appeal. Beery as usual steals the picture.

EMBASSY — "Ben Hur," with Ramon Novarro and May McAvoy; directed by Fred Niblo — Metro-Goldwyn-Mayer. The Mightiest of the Mightiest.

WARNERS — "The Vitaphone" also "Don Juan," with John Barrymore—Warner. A two dollar show and worth more.

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SOCIETY NOTES

By Madame Pompadour

Her Majesty, the Queen of Roumania, will visit the Capitol Theatre, Broadway. Metro-Goldwyn-Mayer having acquired "More stars than there are in heaven," successfully played for a Queen.

Incidentally, the Queen of Roumania is quoted as having said she would like to write some scenarios. I hear the anvil chorus of producers sing "Your Majesty, money is no object." Whereupon the tax collectors in the U. S., knowing how much in need of money their country is, have pricked up their ears, and announced that even Queens are not exempt.

How about suggesting to the Queen of Roumania a scenario titled, "The Royal Matchmaker." I hope that this is not Lese Majeste! You know the public would come just to see if she revealed some Royal secrets. "A Royal Intrigue" might be another good title. Behold the Lady Bountiful, so prodigal with her ideas!

* * *

Adolphe Menjou is reported as having settled $200,000 on his wife as a recent separation settlement.

Milton Cohen, attorney for Mrs. Menjou, expressed himself as eminently satisfied. Once a gentleman, always a gentleman. It might be profitable to marry Menjou, he is so generous when the partnership has to be dissolved.

* * *

Which makes us wonder what has become of Mary Philbin's contemplated marriage to a certain Universal director. Some reputed man is credited with having said "absence makes the heart grow fonder, our Flapper Sherlock adds "of the other fellow," she is certainly the "freshest kid."

If some of our movie stars express the same kind of emotion in matrimony as they do upon the screen, namely the blank stare, which shows off the eyes to great advantage, but gives the general visage a "dumb look," no wonder matrimony in the Industry is an ever-changing institution. Which reminds me that Antonio Moreno is quoted in one of our dailies as saying that it is a great treat to turn from the painted faces of the studio to the face of his wife.

One does not have to be very observant to note that the feminine visage of today untouched by artificial means is as attractive as the voice of the singer who boasts "I never took any lessons, I just sing naturally."

The village choir needs you — Adieu, Mon cher Ami, adieu—Oh, yes, I speak French imperfectly!

J. H. BERMAN

Canadian General Manager for United Artists. Came to Toronto from Boston in 1916, where Mr. Berman was associated with the World Film. First job in Toronto with N. L. Nathanson's Regal Films, remained with Regal seven and a half years. Appointed General Manager of United Artists 1924 and holding this position with this company now. Knows every exhibitor from coast to coast in the Dominion of Canada, having covered this territory on to Prince Edward Island and Newfoundland. Is a member of many community associations; a Mason and an Elk. Notice his hat. "Jake" keeps it on to cover his head, selling pictures is the cause of his "losing his hair."

FAMOUS UPTOWN RIDING TO GREAT SUCCESS

One has but to step inside of the Famous Uptown Theatre, Toronto, to feel that it is riding towards a great success. In the heart of Toronto's best shopping district, and with a residential section unrivalled from which to draw, it seems that the builder of this theatre, namely Marcus Loew, had the right vision, but suffered through being a bit early when he placed the "Uptown" upon the location five years ago.

Today Famous will capitalize on this vision which foresaw that Bloor and Yonge would play a leading part in Toronto. Incidentally the presentations under Jack Arthur's directorship are furnishing an entertainment which is bound to draw a high patronage.

The show is good, the theatre is beautiful, conveniently located, just "what the doctor ordered," and there is Nelson Shea to make every patron feel that individually he is a guest, a paying guest who is very welcome.

SPORTS

By LIONEL HARPER

"OH, What a Fall Was There, My Countrymen."

Famous Players, the pride of Toronto, winners of the Toronto Daily Star Trophy, emblematic of the City Industrial Championship and the Roth Eaton Trophy, standing for the City Championship (the best of over one hundred Toronto Softball teams) have gone down to defeat. Who is this team which has downed the gladiators from the film country? Who is this team which walked right into the camp of the enemy and downed them right in their own backyard? In the "City of Telephones" they call them the Malleables. Now all over Ontario they are acclaimed Provincial Champions.

Famous Players have no excuses to offer for their overwhelming whipping by the score of 21-0. The Malleables, who won the first game in Brantford by the score of 5-4, were even surprised themselves when they took a long lead on the Queen City representatives and found themselves increasing it with ease. There is no doubt about it, the film boys were terrible. Those fans from Toronto who have seen the Famous in action all season against the Tip Top Tailors and Otto Higel in their own group in the T. I. A., against the Bell Telephone and the well-known Harry Sniderman, dean of softball pitchers, against Durants, winners of the North Toronto Industrial title, Elgins, winners of the city open title whom they defeated with ease and against Peterboro, who were not even in a class with the Toronto lads; are at a loss to account for the defeat. However, that is Baseball. There is only one way to explain the loss and that is the failure of the Famous to practice. The Toronto representatives went through the season without practising and were carried through for the simple reason that the whole squad composed of hardball players were right in prime condition. They had been playing ball every night in the week and winning softball games was the easiest thing they did. Towards the end of the season, however, games became rare things in their lives. The battles with Elgins kept them right on fighting edge and the Peterboro club became the first victims.

Then came a week of inactivity and a loss in Brantford by 5-4. Another week of inactivity and rugby practice and 21-0 defeat. The moral is that Softball should be over and done with by the first week in September. At that time the teams are on their toes and in the prime of condition.

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WARNER FAMOUS MERGER VERY MUCH DISCUSSED

The big news of Broadway's Wall St., is the rumoured merger of Warner Pictures Inc. and Famous Players Lasky Corp.

Warner Bros. has a majority interest in the Vitaphone Corp. Famous is reported as interested in introducing Vitaphone in their theatres.

The Western Electric Company has a contract giving it the rights to all developments of the Bell Telephone laboratories in the Vitaphone field. A moderate royalty for rights is paid. The great Wall St. surprise has been the rise of Warner Bros. common stock from a low of 8 this year to a high of 65, while Class A shares have had a range of 12 to 69¼ and this on a falling market.

FAMOUS PLAYERS CORP. CONTEST MUSIC SUIT

Famous Players Corp. will contest the case of the suit of the British and French composers who are endeavoring to collect a Music License fee from theatre owners of Canada, for the use of copyrighted music.

The Performing Rights Society, which represents the holders of music copyright, are alleged to have brought an action against Famous Players Corp. to enforce payment of the fee. The case will shortly be heard in the Toronto Courts, and should be of great interest to all theatre owners.

England Claims Invention of Motion Pictures

According to Will Day, the famous collector for the cinematograph exhibits at the South Kensington Museum, London, England was the first France second, and America third, in the invention of motion pictures.

A group of spectators were shown a presentation of the oldest films of the world at the Royal Photographic Society rooms at London. They had been filmed in 1896. The longest film was the one showing Queen Victoria's Jubilee procession. They are said to challenge comparison for steadiness with the best the modern market affords. A memorial to Rudge, first inventor of Motion Pictures, took place at Bath, Oct. 14th.

AMATEUR CAMERA MAN TAKES PICTURES AT WINDSOR

Crawford Johnson, of St. Thomas, Ont., junior member of the firm of Johnson and Son, of the Royal Theatre, made some films of local events with such success that they were shown at the Royal Theatre.

A "homey" scene in F. B. O.'s "Laddie," adapted from Mrs. Gene Stratton-Porter's sterling book.

Loew's London Fourth Theatre Shares Listed

The bonds, preferred and common of Marcus Loew's Toronto Theatres were listed this year on the Toronto Stock Exchange, the Loew's London are now on the regular trading list, making the fourth theatrical company to have its securities placed on the Board.

In 1923 Eastern Theatres were listed, in 1925 Famous Players Canadian Corp. Toronto investors are said to be heavily interested in the issues of these four companies, much of the financing being carried out in the Toronto district.

Mrs. N. L. Nathanson, accompanied by Mr. N. L. Nathanson, left Toronto for a short stay at French Lick.

Fred J. McInerey Appointed Theatre Inspector

Fred J. McInerey, of Chatham, N.B., has been appointed Inspector under the provisions of the "Act Respecting Theatres, Cinematographs and other amusements."

TIVOLI, TORONTO BUILDING UP GOOD PATRONAGE

Tom Daley, of the Tivoli, is making this house show a profit. He is ably assisted by the venerable Romanelli, venerable only in that he has been Toronto's Jazz King since Toronto has been growing up. They put a fine show on, for which Vaughan Glaser should be thankful, since the Tivoli draws the people down to this district, and makes that section a bit lively. Glaser is just across the road at Shea's old theatre, Richmond and Victoria Streets.

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Change of Control Canadian Theatres Ltd.

The Princess Theatre, one of the best houses in Montreal, owned by the Canadian Theatres, Limited, has been recently taken over by the original owners, among whom are W. C. Finley of Montreal, and W. W. Ogilvie.

The refinancing which paid off existing mortgages was undertaken by W. A. Mackenzie and Co. Limited, of Toronto. A first mortgage bond issue, bearing 6½ per cent, maturing Sept. 1st, 1941, has been offered for public subscription.

The land and building has an appraised value of $811,000,000, twice the sum of the bond issue. Earnings over the past seven and a half years are quoted at $67,500, or more than two and a half times the bond interest, as certified. Interest and principal on bond issue are payable in Toronto and Montreal.

N. L. NATHANSON LEAVES FOR FRENCH LICK

N. L. Nathanson, managing director of the Famous Players Canadian Corp., left for French Lick, where a conference of First National executives and officers is in progress. Mr. Nathanson will proceed to New York before his return to Toronto.

CANVASS SECURES $6,500 FUND

The community players of Winnipeg secured $6,500 in a canvass for funds to cover the purchase of a "Little Theatre," the price of which is $9,000. The opening night was set for October 20th.

WINDSOR THEATRES LTD. $65,000 AUTHORIZED CAPITAL

The Royal Gazette, of New Brunswick, announces the incorporation of the Windsor Theatres, Limited, at St. Stephen, N. B., authorized capitalization of $65,000. The incorporators are W. Howe Grant, Le Roy J. Creamer, P. T. McLaughlin, H. C. Purves, and Alfred D. Watson of St. Stephen.

Paramount Pay Dividend

A notice appeared to the effect that Paramount Oshawa Theatres, Ltd., will pay a dividend of 1¾ per cent. on the preference shares of the company on the 15th day of November, 1926, to the shareholders of record on the 30th day of October, 1926, by order of the managing director, N. L. Nathanson.

"MARIA CHAPDELAINE"

A French company is seeking for a handsome Canadian youth to appear in Louis Hemon's "Maria Chapdelaine," which is to be adapted for the screen. A Canada-wide contest will be introduced, a similar contest will take place in France to select the artist to create the role of "Maria" the heroine.

"The Miracle of Lourdes" and "The Agony of Jerusalem," two new films of a religious character, will shortly be released in Canada under the patronage of the bishops of Montreal and Quebec and of Cardinal Dubois.

Willie and Eugene Howard, musical comedy favorites, made their initial appearance on the Vitaphone at the Colony, New York, in conjunction with the premier of Syd Chaplin's comedy scream "The Better 'Ole."

MARCUS LOEW THEATRES REDEEM FUNDED DEBT

The Marcus Loew's Theatres, Ltd., Toronto, has paid off at maturity, Sept. 1st, its eight per cent second mortgage gold notes. Jan. 2nd, 1926, financial report gave as outstanding $196,000 of these notes. The total authorized was $400,000, of which $250,000 was issued to the public and $150,000 pledged to the bank. Operations of sinking fund was responsible for the redemption of $53,100 and the balance was paid off Sept. 1st, when it matured. Cash on hand was sufficient to take care of half of the matured amount. New bank arrangements made at a much lower rate than 8 per cent took care of the balance at maturity.

Federation of Industries' Compulsory Quota

Minimum Quota Suggested 12½ Per Cent of Total Exhibited

In the report of the British Federation of Industries sent to the president of the Board of Trade for submission to Imperial Economic Conference meeting in London, 12½ per cent. compulsory quota was advocated for the first year of the quota regime.

The Federation report stated that British studios were now equipped for the production of 115 films yearly, whereas only 90 were required to meet the suggested quota.

The present British film output was quoted at 15 films yearly. The report also cited these figures: Total exports of American films in 1913 were 32,000,000 linear feet, worth $2,250,000; in 1925 exports 235,000,000 linear feet, worth more than $8,500,000.

Another interesting paragraph in the report is the one that states as follows: "The success of Hollywood has been to a large extent founded on British stories and players."

J. C. Cohen Takes Over Garden Theatre

J. C. Cohen, manager of the Duchess and Classic Theatres, Toronto, has added the Garden Theatre on College Street to his list. This theatre was formerly operated by the late Mrs. Greisman. It has a seating capacity of about 550, and a fine stage. Mr. Cohen is presenting a split week policy of pictures and vaudeville.

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SECRET SERVICE

By FLAPPER SHERLOCK

This column is conducted by a Flapper Movie Fan. We are publishing just as she has written her news, unedited—seeing ourselves as others see us might prove entertaining. —*ED.*

BEBE DANIELS announces her engagement to Charles Paddock. At last our Bebe has met her "soulmate," page Elinor Glyn. We feel sorry for Jack Pickford who also had an eye for Bebe. Jack is now a free man, having divorced Marilyn Miller, of "Sunny" fame, this fair person being interested in Ben Lyon. One wonders who the third Mrs. Pickford will be?

* * *

Of all people to fall in love, Laura La Plante! But after all folks, she's human like the rest of us. Who is the lucky one? Hold your horses, it's William Seiter. Yes, the director.

We are anxiously awaiting her next picture, "Brides Will Be Brides," for Universal, and we will be able to judge for ourselves if she likes married life.

* * *

Jacqueline Saunders became the "blushing bride" of J. Ward Cohen, well-known Los Angeles gentleman. The wedding took place at Santa Barbara in the garden of El Mirasol Hotel.

Friends were rather surprised, because Jacqueline was seen in the company of her former husband, E. D. Horkheimer, but it goes to show that "one man is as good as the next one."

Owen Davis, Noted Dramatist To Write For Paramount

Owen Davis, one of the foremost of American dramatists, has signed a contract with Jesse L. Lasky to write original stories for Paramount pictures. Not only will he write screen plays, says the announcement, but he will work in the studio and follow the production of his picture just as closely as he now superintends his stage plays.

Although Mr. Davis has never written anything expressly for motion pictures, several of his plays have been filmed. Herbert Brenon recently completed the filming of "The Great Gatsby" and a few years ago Paramount also produced Mr. Davis' Pulitzer prize play, "Icebound." Mr. Davis' earlier years in the theatre were spent in the writing of lurid melodramas, but of recent years his plays have stamped him as one of the best among the Americans who write on serious subjects for the stage.

Carl Freund, European Technical Director With Fox

Carl Freund, for the past fifteen years one of the best-known camera experts in Europe, has been made technical head of all Fox Films activities in Europe, according to Winfield R. Sheehan, general manager of Fox Films Corporation.

Freund, who is a close personal friend of F. W. Murnau, the celebrated German director now in America for the purpose of making one picture for William Fox, has turned first camera on some of the greatest pictures ever made in Europe.

His outstanding successes with Murnau and other renowned directors included "The Last Laugh," "Passion," "Dr. Caliagheri's Cabinet," and many other outstanding productions.

Lucky Number Contest For "Ace of Cads"

Manager Ray Tubman of the Regent Theatre, Ottawa, Ontario, put across an effective advertising stunt for the Regent in a tie-up with the big Ottawa-Toronto football game at Ottawa on October 16. Small score cards were distributed among the 10,000 spectators at the game and on the reverse side was an announcement regarding the presentation of "The Ace of Cads" during the week following. Each card was numbered and pairs of theatre tickets were given to the holders of 25 lucky numbers, the latter being announced in the Monday newspapers. This meant that every recipient kept his card.

SYD CHAPLIN HIT IN "BETTER 'OLE"

New York's newspaper reviewers unanimously commended Warner Bros. road show attraction, Syd Chaplin in "The Better 'Ole" and Vitaphone, following the premiere at the Colony Theatre. The concensus was that it was one of the greatest comedies ever made and the Vitaphone bill could hardly have been improved upon, including as it does, Al Jolson, Elsie Janis, George Jessel, Willie and Eugene Howard, Reinald Werrenrath and the four Aristocrats. As a whole it was voted the greatest attraction on Broadway.

BERT LYTELL

In December, Bert Lytell, well-known star, will forsake the screen for the stage.

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LOS ANGELES EXPLOITS "3 BAD MEN" BIG

A very effective and brilliant exploitation campaign was ushered in at the premier opening of "3 Bad Men," the William Fox photoplay, at Fred Miller's beautiful theatre, The Figuerea, in Los Angeles, California.

One week in advance of the opening of the campaign was put in progress with a smash, that attracted a great deal of attention. This consisted in launching forth a lithograph campaign that completely posterized every section of the city. In all, one hundred and thirty twenty-four sheets one hundred and fifty three's, two's and one sheets were used. Later five hundred insert and window cards were placed in many store windows. A beautiful painted De Luxe Board, located on Beverly and Vermont Boulevard and acclaimed to be one of the best locations in Los Angeles, was also used.

The special Colt Firearms display showing the evolution of small firearms in connection with "3 Bad Men" was placed in the lobby of the Broadway and Spring Arcade. It is estimated that thousands of people pass this arcade daily and at all times this display was the center of attraction. Fifteen other stores, on congested corners of the city, were lined up for window displays. Many stills and special cut-outs were used effectively in these stores.

One of the main attention attractors of the campaign was the street ballyhoo. Three men were made up to represent the three bad men in the picture. Each man was mounted on a horse and had a banner on his back, "3 Bad Men," being a three word title, each man had one word of the title on the banner he wore over his back. These three bad men ballyhooed all the schools, stopped and directed traffic, caused considerable jams and gained much attention. During the engagement the three bad men were again employed. This time they were used in a parade for the 101 Wild West Ranch, following the parade through the principal streets and then going to the circus grounds.

Exploitation used to advertise "Three Bad Men," Fox snappy feature at "The Figuerea," Los Angeles.

"The Sea Beast" Opens Capitol, Hull

Joseph Paquin is the owner of the new Capitol Theatre which was opened in Hull, Quebec, for the week of October 11, the first attraction being the first local run of "The Sea Beast." Manager Paquin has announced a change in programme every Sunday, Wednesday and Friday, admission prices ranging up to 40 cents. The Hull vocal quartette offered special music for opening week. The new house has a concert orchestra.

"EVERY MOTHER'S SON" FOR ARMISTICE DAY

Definite release date has finally been set for the much talked-about British super-feature, "Every Mother's Son." Armistice Day, November 11, is the date set, and it is an appropriate one.

"Every Mother's Son" is a picture that will create tremendous enthusiasm and a demand for more British films. It is from an original story by G. B. Samuelson and Harry Engholme and was directed by Reginald H. West. The cast contains such British favorites as Haddon Mason, Capt. Rex Davis, M.C., Frederick Cooper, M.C., Moore Marriott, Johnny Butt, Alf Goddard, Hubert Harben, Miss Jean Jay, Miss Marie Ault, Mrs. Hubert Willis, Miss Leal Douglas and Miss Gladys Hamer.

Regal Films Ltd., who will distribute the picture in Canada, announces it has already secured bookings in many of the leading first-run houses throughout the Dominion. It was at first intended to handle "Every Mother's Son" as a strictly "road show."

Efforts to raise the ban on Universal's "Phantom of the Opera" proved unavailing in London, England. The picture was banned about a year ago because of the use of British troops in connection with its exploitation.

The Romance Series As Special Attraction

The Centre Theatre, Ottawa, is now presenting a series of Romance Productions, released by Educational. These two-reel features are in natural colors and will be presented as a special attraction each week, the first picture, "The Blue Boy," being presented during the week of October 11 along with "It Must Be Love." Manager Don Stapleton, of the Centre, makes a specialty of First National features and has done so for years.

THREE BIG FEATURE PRODUCTIONS GET START — M-G-M STUDIOS

Three big feature productions will get under way this week at the Metro-Goldwyn-Mayer studio, five others are in the final stages of preparation and six pictures now "shooting" are being completed in order to get the fall production schedule in full swing, it was announced yesterday by Irving G. Thalberg, associate studio executive.

BELLE BENNETT IN "MOTHER MACHREE"

Belle Bennett, whose success as "Stella Dallas," was so outstanding, will be seen shortly as the "Mother" in "The Story of Mother Machree," directed by John Ford.

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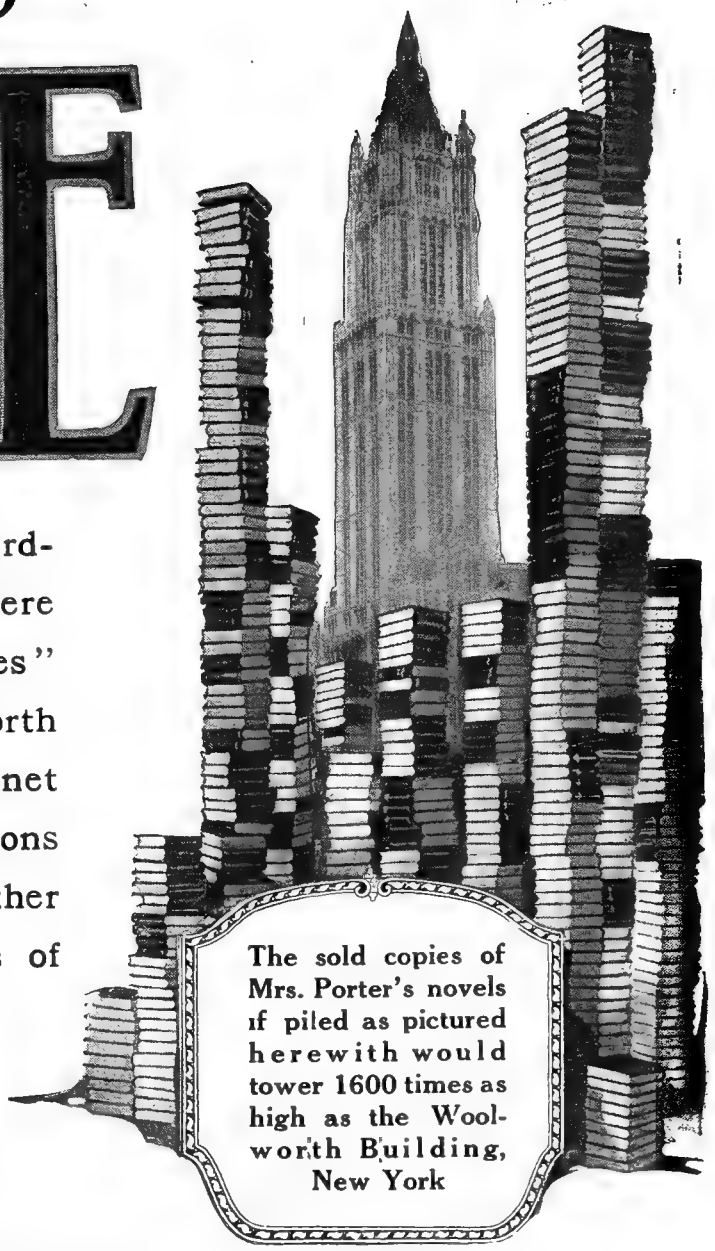
GENE STRATTON-PORTER'S LADDIE

Takes up the record-smashing march where "Keeper of the Bees" left off. Reaching forth like some mighty magnet and luring the millions of Porter fans and other millions to thousands of theatres!



The sold copies of Mrs. Porter's novels if piled as pictured herewith would tower 1600 times as high as the Woolworth Building, New York

A World Read Novel--One of Her Greatest--Brilliantly Picturized by J. Leo. Meehan!

Distributed Only Through Greater F. B. O.

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WARNER BROS.
present
"ACROSS the PACIFIC"
STARRING
Monte Blue
READ THIS WIRE!
S. E. MORRIS
WARNERS BROS. PICTURES, Inc.
We are just completing opening week our Uptown Theatre new first run policy with your first special production, "ACROSS THE PACIFIC" with Monte Blue and a great cast. I am more than happy to advise you this picture has given wonderful satisfaction both at the box office and with our patrons. Hope balance of product for which we have also contracted will hold up the standard set by "ACROSS THE PACIFIC." Kindest Regards
A. M. BOWLES, Gen'l Mgr.,
WEST COAST THEATRES, Inc.
From the biggest theatre on the West Coast!
The first of 26
WARNER WINNERS
blazing a trail of profits for the biggest year exhibitors have ever had

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CANADIAN MOVING PICTURE DIGEST

Vol. 18, No. 26. TORONTO 2, CANADA October 30th, 1926

THE WEEK'S NEWS!

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2

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Gee... You're Lucky...

Mr. M-G-M Exhibitor!

A Cosmopolitan Production with GRETA GARBO, ANTONIO MORENO, *Lionel Barrymore, Roy D'Arcy, Marc MacDermott. Scenario by Dorothy Farnum— From the story by Blasco Ibanez. Directed by Fred Niblo.*

IT takes *some picture*
TO break the record of the Capitol, (N.Y.)... 5,400 seats!
IN one week "The Temptress" did
$74,342.00 business setting glorious new record!
AND wait . . .
IT drew $13,530.75 to start the second week with . . .
SETTING brand new second Sunday mark!
LUCKY theatre playing "The Temptress"!
IT'S great to have a contract for
METRO-Goldwyn-Mayer's Parade of Hits!

DON'T ENVY M-G-M SHOWMEN BE ONE!

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Here's Another Ace From Paramount's Pack of Hits

A
ADOLPHE MENJOU IN THE ACE OF CADS
WITH ALICE JOYCE AND NORMAN TREVOR
a Paramount Picture
PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY

Try and Trump It!

Famous-Lasky Film Service, Ltd.

St. John - Montreal - Toronto - Winnipeg - Calgary - Vancouver

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ENOUGH TO MAKE A HORSE LAUGH!

With Comedy that's got the Kick of a Mule

THAT'S— W.C. FIELDS

IN

"SO'S YOUR OLD MAN"

with

ALICE JOYCE and CHARLES ROGERS

A GREGORY LA CAVA PRODUCTION

15th BIRTHDAY GROUP

ONE OF THE

Paramount Pictures

FAMOUS-LASKY FILM SERVICE LIMITED

St. John Montreal Toronto Winnipeg Calgary Vancouver

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MACK SENNETT COMEDIES
HAL ROACH COMEDIES

The Absolute Best in Two-Reelers

Two releases every week. Dependable in supply and in quality. World's best known comedians and comediennes. Worthy of being advertised along with the feature picture and will round out your program to the satisfaction of your patrons. Clean, wholesome and uproariously funny.

Some of the Recent Releases:

Regal Films Limited

Sole Distributors for the Dominion of Canada

Toronto - Montreal - St. John - Winnipeg - Calgary - Vancouver

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ROD LA ROCQUE IN "Gigolo"

FROM THE STORY BY EDNA FERBER

HE WAS A GIGOLO

a dancing man—a cafe parasite—yet she loved him, while he, accepting her money, was shamed.

A picture story, filled with drama, comedy, pathos and poignant human interest.

WITH
JOBYNA RALSTON
& LOUISE DRESSER
ADAPTED BY GARRETT FORT
CONTINUITY BY MARION ORTH
SUPERVISED BY C. GARDNER SULLIVAN
DIRECTED BY
WILLIAM K. HOWARD
PRODUCED BY DE MILLE PICTURES CORPORATION

RELEASED BY PRODUCERS DISTRIBUTING CORPORATION

Two More P.D.C. Money-Getters

JOHN C. FLINN PRESENTS

Beatrice Joy IN "FOR ALIMONY ONLY"

She married a divorced man—the victim of an "alimoniac"—the wonder picture of the year.

WITH
CLIVE BROOK, LILYAN TASHMAN
& CASSON FERGUSON
A Wm DeMILLE PRODUCTION
STORY AND CONTINUITY BY LENORE J. COFFEE
DIRECTED BY WILLIAM DE MILLE
PRODUCED BY
DE MILLE PICTURES CORPORATION

WHEN you and your second wife are enjoying dinner at a restaurant, and your first wife entered and demanded to know when you are going to pay up your alimony, would that embarrass you? Would you do as the alimoniac victim does in this delightful comedy drama? Whether they be married, divorced or single, your patrons will enjoy this charming picture immensely.

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REGAL FILMS LTD.

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Canadian Moving Picture DIGEST

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RAY LEWIS
Editor and Managing Director
GEORGE C. WILLIAMS
President

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Vol. 18, No. 26. TORONTO, CANADA October 30th, 1926

Ray Presents

APROPOS of the much-discussed chain of theatres to be acquired by F. B. O., we hear it rumoured that Toronto, Montreal, Winnipeg and Vancouver will be the centres for the F. B. O. theatre-building proposition, Mr. P. C. Taylor, general manager for F. B. O. in Canada, stated that he had no information along these lines. However, The Digest discovered that Mr. E. A. Horne of the F. B. O. Home Office visited Toronto and Montreal last week; and this rather gives colour to the theatre-building rumour.

* * *

"Red" Grange and his team play at the Maple Leaf Stadium, Thanksgiving Day, in Toronto. It is a case of "New York Yankees" vs. "Wilson's Califronia Wild-Cats."

Meanwhile, Mr. Ned Miller, who is always on the sharp lookout for showmanship pictures, has booked "One Minute to Play" for the Pantages, it opens Sat. Oct. 30th.

* * *

AT a Religious Educational meeting held in St. Paul's United Church, Port Arthur, Rev. Prof. Kerr, of Winnipeg, was one of the speakers. In his lecture he remarked that the Censor Board would pass anything, according to the pictures he had seen the past year.

Since the people do not complain; and all critics are praising the developing process of motion pictures, why cannot the Rev. Prof. Kerr be satisfied? Some ministers complain because God saw fit to place a serpent in the Garden of Eden.

* * *

THE physicians are afraid that Houdini, master-magician, will receive a call from that Dread Messenger, bidding him to pass out of earthly existence.

(Continued on Page 8)

"Success"

I TOOK a trip around Toronto and visited several theatres, the big ones and the small ones. I sized up the front of the house, the advertising display, the lobby, the ticket-seller, the ticket-taker, the ushers, the orchestra, the general presentation.

I observed that those theatres which had a military discipline appearance, in other words a smart, machinery-like precision in all the departments which make up the whole, the whole the entertainment which is being offered, were favoured with good business.

The air, the atmosphere breathed success, an alertness, an electrical contact which stimulated every patron immediately he or she reached the theatre; and made this patron feel more alive than he, or she had been before their visit.

Such stimulation is great for the box-office. The human species is always looking for this electrical contact, this stimulation from some external source, which starts the machinery within moving rhythmically.

We have often heard the expression, "Nothing succeeds like success." An analysis simply goes to prove that success is the result of effort, and draws unto itself the reward of its efforts.

Success is not a simple process, only it must appear simple to be effective, it is the result of steady and constant application, the exercise of your wits and your commonsense, the exercise of a spirit which is desirous of giving service for what is received.

Your patron attending your theatre misses nothing. He starts out in a critical mood, desirous of being entertained; and the first impression is a lasting one as you can prove by your own reactions.

Let us suppose you start out for an evening's relaxation, you call a taxi, you find it dusty and untidy, you are at once disturbed, or the chauffeur is surly, ungracious, his ill-temper has its reaction, or the ticket-seller is impatient, you are consequently ruffled; and it takes an extra amount of good entertainment to put you in a receptive mood.

Your patron reacts in the same manner, start him off right. You cannot control entirely the entertainment quality of your patrons, but you can control all the details in connection with your theatre. Take a look at it as a patron, from the outside looking in, and the inside looking out. If you are a real showman, you will not miss the essentials and these are in the little things.

Ray Lewis

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Ray Presents

(Continued from Page 7)

Houdini is one of the most interesting personalities of today. He claims no superman force, or spirit aid in the marvels and miracles which he demonstrates, playing the game along strict showmanship lines.

* * *

His recent demonstration whereby he was placed under water in a sealed coffin for about eighty minutes, an incredible length of time, was used as a demonstration by Houdini, to prove that when men are entrapped in mines, if they will conserve oxygen, by breathing as little as possible, they have an opportunity of being rescued alive.

Our Industry, in which Houdini took a few excursions, earnestly and sincerely prays that he may be restored to health.

* * *

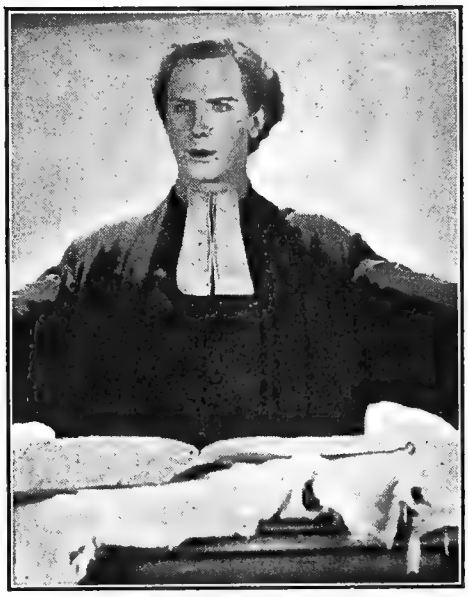
Aimee Semple McPherson has "outshowmanshipped," my, what a long word and I made it all up myself. Tex Rickard. She is staging the greatest one woman show with which the Show Business has been blessed. What with shaking her Helen of Troy locks loose in the courtroom, and all the other dramatic features, coupled with the radio messages of court proceedings which Aimee broadcasts, Barnum must be turning over in his grave because he did not have the management of Aimee.

They tell me you can't get into the Temple and thousands stand outside hoping for a chance to hear the resonant voice of Aimee, to get a look at her striking person.

* * *

HER MAJESTY, the Queen of Roumania, has been signed to write a moving picture story for a British producer. Can it be Jaydee's British National Pictures, Inc.? Jaydee is again in America; and a sail across the "briney" must involve an important issue. Incidentally the Queen of Roumania is perhaps the most popular Royal personality, outside of H. R. H. the Prince of Wales, living today. "Carmen Sylva," Queen of Roumania long ago established an intimate contact with the people thru the power of her pen; and her indisputable fineness of intellect.

I have a "hunch" that Howard Dietz, of Metro-Goldwyn-Mayer had something to do with the visit of the Royal party to the Capitol; and I still feel, that despite the British announcement that Metro-Goldwyn-Mayer and the Queen of Roumania will do business together.



LARS HANSON

who plays a powerful lead in Metro-Goldwyn-Mayer's masterful adaptation of "The Scarlet" with Lillian Gish, directed by Victor Seastrom.

STAGE HANDS' STRIKE SETTLED KINGSTON

E. O. Smithies, Manager of the Grand Theatre, Kingston, is booking pictures for this theatre, now that the strike between the local stage hands' union and the Grand Theatre, has been settled. It was believed that Kingston would be without a road show this season, but difficulties were overcome, contracts signed and everyone expects a good season.

C. Robson, Eastern Division Manager, Famous, on Tour

Mr. Clarence Robson, Eastern Division Manager of the Famous Players Canadian Corporation, is on a tour, visiting the theatres under his jurisdiction.

M. J. O'BRIEN RENFREW MANAGER ILL

M. J. O'Brien of Renfrew, Ontario, one of the wealthiest moving picture theatre owners in Canada, is lying seriously ill at his home and fears are entertained for his recovery. Mr. O'Brien built the O'Brien Theatre at Renfrew in 1909 and, since that time, has acquired or built theatres at Pembroke, Arnprior, Almonte and Smiths Falls in Eastern Ontario, the circuit being known as the Ottawa Valley Amusement Company.

Toronto Theatres

UPTOWN — "Kid Boots," with Eddie Cantor — Parmaount. Clara Bow has a bit, but registers. Billie Dove registers as a beauty and Eddie Cantor as a screen comedian.

REGENT — "Beau Geste," Ronald Colman—Paramount. Drawing big patronage. The kind of picture you see several times.

LOEW'S — "Hold That Lion," with Douglas MacLean. William Beaudine directs this real farce admirably. MacLean has a winner, so have exhibitors in this.

PANTAGES — "3 Bad Men," with George O'Brien, Olive Borden and Lou Tellegen—Fox. A big picture that embraces history—cannot fail to make a box-office impression.

Neighborhood Theatres

PALACE — "The Amateur Gentleman," with Richard Barthelmess—First National. Great for the Barthelmess fans and the lover of English atmosphere. "Nell Gwyn," with Dorothy Gish — Paramount. Class A—Dorothy great, amusing with a capital "A."

ST. CLAIR—"The Trap," with Lon Chaney—Universal. Powerful picture. "You Never Know Women," Florence Vidor in this Paramount success gives an outstanding performanc—bound to please.

YORK — "The Amateur Gentleman" Richard Barthelmess — First National. "The Waning Sex," with Norma Shearer — Metro-Goldwyn-Mayer. Fine picture with Norma at her best.

COLLEGE — "Bigger Than Barnum's," with Viola Dana—F. B. O. Circus stuff great. "The Penalty," with Lon Chaney — Metro-Goldwyn-Mayer. Another Chaney picture which means entertainment.

BEACH — "Puppets," with Milton Sills — First National. Sills as Italian showman, does fine work as usual. Class B.
"The Amateur Gentleman," with Richard Barthelmess — First National.

CAPITOL — "Paradise," with Milton Sills — First National. England and the South Sea Islands, plus the star Betty Bronson, Noah Beery, Kate Price and Charlie Murray.

ALHAMBRA—"The Penalty," with Lon Chaney — Metro-Goldwyn-Mayer. "The Duchess of Buffalo," Constance Talmadge — First National. Connie does good work.

PARKDALE — "Paradise," Milton Sills — First National.

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Promised Reduction Amusement Tax Will Not Satisfy Picture Patrons

Admission Price Up to Fifty Cents Should Not Be Taxed

The Hon. G. H. Ferguson, Premier of Ontario, based his Amusement Tax reduction on reports which he believed were correct, namely that 60% of the motion picture theatre taxes was collected from theatres charging an admission of 25c and under. That in removing the tax from these theatres, the masses who cannot afford higher-priced entertainment would be benefited. Our theatre statistics show that 90% of our audiences are made up of a patronage culled from the masses, and these attend theatres where the price for evening performances reaches to fift[illegible] cents. —Ed.

Premier Howard Ferguson of the Province of Ontario formally announced during the course of his opening election speech at Kemptville, Ontario, on October 22, that the Amusement Tax on tickets of 25c or less was being abolished by the Ontario Government, the reduction to become effective after the Provincial elections on December 1 if the Ferguson Government is sustained at the polls.

The official announcement by the premier was as follows:

"The enjoyment of luxuries that are beyond the great masses of the people such as high-priced amusements are a proper subject for assessment towards the public welfare.

"Sixty per cent. of those attending the various amusements that pay taxes to the Province patronize entertainments where the charge is not more than 25 cents. The Amusement Tax, therefore, on tickets of 25 cents or less will be abolished."

The Ontario tax affected runs as follows: One cent on tickets up to 15 cents, and two cents on tickets from 15 to 25 cents inclusive. The tax on higher-priced tickets, which is not affected, is as follows: Two cents on tickets over 25 cents and up to 45 cents; three cents, 45 to 49 cents; five cents, 49 to 95 cents; 10 cents tax, 95 cents to $1.45; 15 cents tax, $1.45 to $1.95; 20 cents, $1.95 to $2.00 and 25 cents tax on all over $2.00.

The announced reduction is the answer to the petition of a deputation of 100 exhibitors of Ontario which waited on Premier Ferguson at Toronto on September 2 that Amusement Tax relief be granted. The Ontario Premier promised that a reduction would be made.

"Red" Grange who made himself a place among the movie stars, through his F. B. O. success, "One Minute to Play," getting his "helmet" autographed by one of Metro-Goldwyn-Mayer's brightest stars, Marion Davies.

SPORTS

By LIONEL HARPER

AFTER every summer shower there appears a rainbow somewhere in the sky. Legend says that at the end of every rainbow there is a pot of gold.

The Famous Players Softball nine, champions of the Toronto Senior Industrial League, winners of the much-coveted City Championship and runners-up for the Ontario title to the Brantford Malleables almost believe the legend to be true. In this case the shower was the defeat by the "Telephone" boys from Western Ontario. The rainbow begins to appear with the collection of trophies won by the Queen City stalwarts before they came up against the collection of softballers from the town situated somewhere between here and Windsor.

Plans for the monster banquet have not as yet been completed, but great things have been promised for the Famous. The Toronto Daily Star Trophy is all ready for presentation, as is the Roth Eaton Trophy, the coveted mass of silverware which has been the aim of softballers all over Toronto the past summer. Miniatures and crests will be presented by the Toronto Amateur Softball Association. Just what the Famous Players C. C. will do for the boys who have brought glory to the name has been kept a secret to be sprung at the banquet in the near future. Boy and what a banquet that will be.

Fans throughout the softball world will join with the Famous Players C. C. in wishing all the good luck in the world to Carl Losev and Miss Irene Sweet who announced their engagement two days after the team came home from their trip to Brantford. We wondered what happened to Carl after that memorable game. Good luck to our brilliant left fielder.

The Famous Players will be without the services during the hockey season of Percy Bossin, the peerless little goalkeeper who, in twenty games last winter, had but nine goals scored against him. Bossin has gone to Detroit, but we hope to have him back

The gossip around sporting circles in Toronto have the Famous Players down for one of the greatest hockey teams ever assembled under the Red and White colors and that includes McGill along with the rest. Dame Rumor can take this for granted, the great junior team of last winter will be in there trying to repeat with only one or two spaces left to be filled due to players stepping into higher company in the O.H.A. ranks.

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SHAKE!

Wot's gonna happen?

For once the trade dailies agree.

Ab-so-lute-ly unanimous in praise of "The Strong Man!"

"Film Daily" predicted a knockout . . . "Daily Review" says "Right you were—and then some!"

It must be great if they both say so . . .

And the Box-Office is Saying it with Showers of Cash!

The NEWSPAPER of FILMDOM — THE Film DAILY — ALL THE NEWS ALL THE TIME

"The Strong Man"

A bird of a comedy. Harry Langdon's second for First National. This chap knows pantomine. It's evident all through his picture.

Audiences will get many a chuckle from the bus episode where Langdon does everything under the sun to check his cold. You see him alone on the screen for long stretches. That is always a difficult spot for a player whether he devotes his energies to dramatic or to tickling the risibilities. But Langdon knows how to do it.

He doesn't depend solely upon gags. His facial contortions are always effective. This rare ability plus situations which contain real comedy value results in "The Strong Man." Langdon has a pathetic something which arouses sympathy. The screen gets it over better than words.

Kann in "The Film Daily"

EXHIBITORS DAILY REVIEW

A Newspaper Devoted to the Motion Picture Industry

"The Strong Man" a Sensation

"The Strong Man" Harry Langdon's second feature length comedy for First National release, piled up new attendance records at the New York Strand last week. A tremendous ovation was accorded the comic's new picture on its world premiere. Unfavorable weather conditions failed to diminish the crowds. Manager Joseph Plunkett of the Strand reported the turning away of thousands.

"Makes the audience want more and yet more" said N. Y. American — —

So he's back on Broadway at the Cameo after capacity runs at N. Y. and Brooklyn Strands!

HARRY LANGDON CORPORATION *presents*

HARRY LANGDON "*in The Strong Man*"

DIRECTED BY FRANK CAPRA

A First National Picture

First National Pictures

Go gle

The field force of

FIRST NATIONAL

expresses its sincere appreciation to each and every exhibitor whose support during First National's Canadian Week contributed to a record heretofore unknown in its history. The record attained is a splendid display of exhibitor confidence in this company that is not misplaced. First National's aim shall always be for the best interests of its accounts.

Sincerely

ARTHUR OWENS
Branch Manager. St. John

GERALD HOYT
Salesman, St. John

H. T. LONG
Branch Manager, Calgary

E. H. DAVEY
Salesman, Calgary

A. L. GORMAN
Branch Manager, Montreal

JACK BRIGGS
Salesman, Montreal

JAMES I. FOY
Branch Manager, Toronto

W. J. MELODY REG. ELLIOTT
EDDIE TEEL ROY MITCHELL
HARRY PAYNTER
Salesmen - Toronto

M. J. ISMAN
Branch Manager, Winnipeg

JOSEPH PLOTTEL
Salesman, Winnipeg

J. E. ARCHER
Branch Manager, Vancouver

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Arthur James States M-G-M Has "Yet Another Great Picture"

"MR. KING VIDOR has gone and done it again. Metro-Goldwyn-Mayer has yet another very great picture and Pete Harrison is either gnashing his teeth or biting his nails.

"Bardleys the Magnificent" is possibly the most elegant and the most glorious picture in many years. Trapped out in the gorgeous costumes of the past when ladies were ladies and men dressed better than they did, this picture for absolute beauty, color, strength, grace, charm and fascinating diablerie steps above the glories of all the romantic pictures that have preceded it. In many respects, it is a finer picture than "The Merry Widow." It is better titled and its compelling drolleries make it vastly more amusing. It is the entertainment magnificent.

Superbly cast, Mr. John Gilbert as "Bardelys" plays a Don Juan sort of role with elegance of manner, dash, verve and humor. He handles a rapier as though he were born wth one in his hand. He is handsomer in the gay costumes than twenty romantic heroes from the pages of Dumas. He makes love with fervor, assurance and authority.

Opposing him as a handsome villain of hauteur and only a shade less attractive, is Mr. Roy D'Arcy, who first gained attention in "The Merry Widow." Mr. D'Arcy was splendid under Von Stroheim but he suggested a mannikin strutting the strut of his director. In this picture he is himself—and about thrice as fine. In the matter of handsome teeth, he rivals the incisor, bicuspid and molar display of Mr. Gilbert and this is the highest praise.

These two dashing gallants are mendicants for the favor of the lady, the mettlesome and beautiful Miss Eleanor Boardman who, in this picture, completely arrives as a star.

Tremendous in its settings, "Bardelys the Magnificent" carries the spectator into the gorgeous past so gracefully that its preposterousness becomes its charm. It is at once whimsical and convincing. You are certain that the hero is not to perish on the gallows but you are absorbed in the endeavoring to guess how it is possible to have him escape. When the escape is made it also is preposterous but it is exciting and novel and hazardous. The picture is peopled with gorgeous figures, replete with rapid action, bustling with combat and always there is romance, love, beauty, struggle and then more of romance.

"Barelys the Magnificent" is a priceless picture, a noble contribution to the screen and the most diverting picture we have ever seen."

J. C. BRADY

Mr. J. C. Brady is perhaps one of the best known, as well as one of the most respected exhibitors in Ontario. Entering the Motion Picture business in 1913 with the erection of the Madison Theatre, on Bloor St., Toronto, Mr. Brady has successfully managed this theatre since that period. Perhaps Mr. Brady is best known for his exhibitors' organization interests, having been the prime mover in the organization of the Exhibitors Protective Association, the Exhibitors' Film Exchange; and one of the most ardent supporters of the M. P. T. O. A. of Canada. He has been president of Ontario Division since its inception in 1913.

Finlay McCrea, Candidate Coming Provincial Elections

Finlay McCrea, executor of the Harry Brouse Estate, Ottawa, which includes the Imperial and Capital theatres in Ottawa, has been mentioned as a candidate for an Ottawa seat in the coming Provincial elections on Dec. 1. Mr. McCrea first came to Ottawa in an executive capacity with a moving picture producing unit and eventually married the daughter of the late Harry Brouse, who was an original franchise-holder in Associated First National Pictures.

Imperial, Ottawa, Gets Brambach Grand Piano

Manager J. T. Moxley of the Imperial Theatre, Ottawa, Ontario, has purchased a Brambach grand piano with special finish for the use of the orchestra of the Imperial. The instrument was given special display in the showroom window of Orme, Ltd., the local music house from which the piano was bought.

NEW YORK THEATRES

CAPITOL — "The Magician," with Alice Terry and Paul Wegener; directed by Rex Ingram, principal parts in the hands of foreign players, Paul Wegener of "Golem" fame in male lead.

CAMEO — "The Birth of a Nation," D. W. Griffith, also "Broken Blossoms," the latter an artistic gem, the former the fore-runner of big pictures.

RIVOLI — "London," with Dorothy Gish, directed by Herbert Wilcox. Another British National, adapted from story by Thomas Burke, author of "Limehouse Nights." Dorothy as a cockney daughter of London's slums.

HIPPODROME — "Midnight Lovers," with Anna Q. Nilsson and Lewis Stone. These two work beautifully together.

RIALTO — "Kid Boots," with Eddie Cantor—Paramount. Makes a Broadway hit. Eddie has great possibilities along Buster Keaton lines.

ASTOR — "The Big Parade," with John Gilbert and Renee Adoree; directed by King Vidor. Still carrying on, "The Leader of the Band."

CENTRAL — "The Scarlet Letter," with Lillian Gish—Metro-Goldwyn-Mayer. Lillian in a great part, played magnificently, strong cast and story.

GEO. M. COHEN — "Sorrows of Satan," with Adolphe Menjou; directed by D. W. Griffith. Adolphe Menjou, as Satan in Full Dress, gets a great chance — a spectacle with scenes of stupendous colour.

COLONY — "Vitaphone" and "The Better 'Ole," with Sydney Chaplin —Warner. An American version of "Old Bill" with Chaplin dominating in the famous Bairnsfather's characterization.

CRITERION — "Beau Geste," with Ronald Colman, Noah Beery, Alice Joyce—Paramount. Colman, Beery, Forbes and Hamilton make the picture, with Beery as "Top Dog."

BROOKLYN STRAND — "One Minute to Play," "Red" Grange — F. B. O. Class A hit. Grange excellent.

EMBASSY — "Ben Hur," with Ramon Novarro and May McAvoy; directed by Fred Niblo — Metro-Goldwyn-Mayer. Still drawing them in.

WARNERS — Vitaphone also "Don Juan," with John Barrymore — Warner. Great box-office attraction. Barrymore at his best.

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Round About the Studios

The "biggest" member of the cast has been selected for RAYMOND GRIFFITH'S new comedy, "THE WAITER FROM THE RITZ," to be directed by JAMES CRUZE.

She is TRIXIE FRIGANZA, 200 pound stage comedienne who makes her twelfth appearance on the screen in the Paramount star's new picture.

Others thus far selected for the supporting cast of the photoplay are Alice Day and George Fawcett.

PAUL L. STEIN is famous as a European director. He was recently signed by Warners and last month completed his first picture for that company. It is titled "My Official Wife" and was due for release October 16th. Irene Rich and Conway Tearle have the leading roles, while the supporting cast is made up of Stuart Holmes, John Miljan, Gustav Von Seyffertitz, Emil Chautard, Sidney Bracey, Jane Winton, N. Vavitch, Milla Davenport, Tom Ford, Russel Ritchie, Tom Costello and Igor Presnikoff.

"FINGERPRINTS" is the latest Warner picture to go into production. It will be the first of the two Arthur Somers Roche stories announced for the season. The cast is headed by Louise Fazenda and John T. Murray, with the other roles tentatively assigned as follows: Myrna Loy, Helene Costello, George Nicholls, Ed. Kennedy, Frank Panghorne, Martha Madox, Holmes Herbert and Bill Demarest. The picture is being directed by Lloyd Bacon.

DOUGLAS FAIRBANKS, JR.
appearing in "Broken Hearts of Hollywood" for Warners.

DON ALVARADO has been cast in the role of Maurice in "My Wife's Honor," Lou Tellegen's first directorial effort for Fox Films. Alvarado replaces John Roche who was originally announced for the part.

"THE DAY OF SOULS," which is to be directed by Tod Browning with John Gilbert and Renee Adoree n the principal roles, is in production and the second Peter B. Kyne story of the west, starring Tim McCoy, will go into production within the next few days at the Merto-Goldwyn-Mayer studios.

CLARENCE BROWN, who is completing the direction of John Gilbert, Greta Garbo and Lars Hanson in "FLESH AND THE DEVIL," is scheduled to start work soon on "THE WIND," LILLIAN GISH'S next starirng vehicle, a story of the Texas plains from the pen of Dorothy Scarborough for which Frances Marion is writing the scenario at the Metro-Goldwyn-Mayer studios.

SAM TAYLOR is completing "EXIT SMILING," initial vehicle of BEATRICE LILLIE, famous English comedienne, and CHRISTY CABANNE is preparing to start work on "FRISCO SAL," an original story by Edmund Goulding. Al Lewin is completing the script of "ORDEAL," the Dale Collins story which is to be directed soon by Marcel De Sano with Lon Chaney and Greta Garbo in the featured roles at the Metro-Goldwyn-Mayer studios.

The RIN-TIN-TIN production, "WHILE LONDON SLEEPS, for Warner, is nearing completion under the direction of Walter Morosco, who also wrote the story. One of the most thrilling sequences of the story was shot during the week. It shows the kidnapping of the girl by the ape-man and the rescue by Rinty. In the cast supporting Rin-Tin-Tin are Helen Costello, Walter Merrill, De Witt Jennings, Otto Mattiesen, Carl Stockdale, John Patrick and Goerge Kotsonaros.

"THE TAXI DANCER," a novel by Robert Shannon, which has been scenarized by A. P. Younger and which is to be directed by Harry Millarde, will start within the next few days with the leading roles played by Joan Crawford, Owen Moore and Marc MacDermott at the Metro-Goldwyn-Mayer studios.

NORMA SHEARER
Metro-Goldwyn-Mayer's beautiful star in "The Waning Sex" considered great for the box-office.

DIRECTOR MICHAEL CURTIZ has completed the prologue for "The Third Degree," with Dolores Costello starring opus, and is now working on the story proper. It is a melodramatic thriller adapted by Bess Meredyth from the old and popular Charles Klein play. In the supporting cast to Miss Costello are Louise Dresser, Jason Robards, Rockliffe Fellowes, Kate Price, Harry Todd, Mary Louise Miller and Michael Vavitch. The two last named were added to the cast during the week. It's a Warner.

"RANGER," the F. B. O. dog, is winning audiences everywhere in "FLASHING FANGS," his first picture. "FLAMING FURY," his second, has been completed and the third "THUNDER MOUNTAIN," is in the continuity stage, EWART ADAMSON, who did the first two, being the writer.

ERICH POMMER, known in motion pictures as the man who trained the camera to "walk and talk," ride the trapeze, follow people through doors and up and down stairs and around corners, is responsible for the amazing camera work in "Hotel Imperial," Pola Negri's newest starring picture for Paramount.

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Three British Pictures Banned in the Province of Quebec

"Chu Chin Chow" for Nudity, "Reveille," Had Illegitimate Child in Story, "Nell Gwyn" Immoral and "Nudities"

QUEBEC PRESENTS PICTURE PROBLEM

IT is evident that the Censor Board of Quebec shows no partisanship in question to the vision it exercises in the censoring of pictures.

The censorship of three British films, out of the small number released in Canada is about equal to the number of American-made censored films in comparison to the number of releases.

The Province of Quebec censors with a vision different entirely to the censorship in evidence in every other province in Canada. It may be that the viewpoint of Quebec's Film Censor Board represents the majority of the people of Quebec.

In noting the censorship outlook one cannot help but note also that this viewpoint is pronouncedly puritanical as far as Films are concerned, but the puritanical censorship angle does not include the realm of other amusements; which rivals Paris, or any other metropolis in the freedom of its stage presentations. Here is the evidence of a contradictory state of affairs which makes the outsider presume that the censorship of Films does not represent the majority of the people, since their morals do not manifest themselves in this degree in other channels, and must therefore represent the vision of the Censor Board only. True, the Board is elected by representatives of the people, but it would be interesting to take a picture like "Nell Gwyn," and ask an audience's opinion on it as to its immoral effect? The verdict might prove interesting as well as informative to the Quebec Censor Board; and may find for them and the Distributors in Quebec a solution of a very evident problem which should be solved now to the best interests of an United Canadian Picture Industry. —Ed.

The censorship battle has broken out afresh in the Province of Quebec as a result of the decision of the Quebec Board of Moving Picture Censors, Montreal, to ban "Nell Gwyn" on the ground of nudity. This is the third important British production which has been banned by the Quebec Censor Board, the others being "Chu Chin Chow," for nudity, and "Reveille," the latter because there was an illegitimate child in the story.

With the rejection of "Nell Gwyn," reference has been made in moving picture circles to the policy announced by Quebec officials a few months ago when American producers threatened to withdraw from the Province of Quebec because of censorship conditions. At that time, Dr. L. J. Lemieux the Quebec agent at London, England, cabled to Premier Taschereau of Quebec as follows:

"In view of the proposed boycott of distribution of American films in Quebec Province, picture producers of London are ready to furnish the cinemas of Quebec Province large quantities of very good modern moving picture films."

Premier Taschereau followed up with the statement that the time had come to get some good British films for the Province of Quebec.

"We will certainly be pleased to get our films from the British films," Premier Taschereau declared then, "and, in addition, I think that the French producers will also be easily interested in supplying us with good artistically prepared films."

In spite of these pronouncements, the Quebec Censor Board has now condemned an outstanding British production, "Nell Gwyn," whereas it has been approved in the Province of Ontario and elsewhere in Canada and shown without restriction.

During the past fiscal year, the Quebec Board of Moving Picture Censors rejected nine per cent. of the pictures offered and modified 22 per cent., making the number of films accepted as submitted 69 per cent. The actual number of film subjects rejected was 204, out of a total of 2,224 subjects, 492 subjects being reconstructed. One of the subjects which was first rejected and held up for a considerable period was "Romola," a revised version of which was later approved, "Stella Dallas" is another.

W. T. McKnight Manager Bloor, Toronto

Mr. McKnight, formerly manager of the Regent, Toronto, is now managing the Bloor, Toronto, while Mr. Stewart is now manager of the Regent.

Lillian Ziff Visitor

Miss Lillian Ziff, Manager of the Regent Theatre, Bridgeburg, visited Toronto last week.

SECRET SERVICE

By FLAPPER SHERLOCK

This column is conducted by a Flapper Movie Fan. We are publishing just as she has written her news, unedited—seeing ourselves as others see us might prove entertaining. —ED.

And here we have Patsy Ruth Miller and Dick Barthelmess "keeping company." But poor Dick is just separated from his wife, Mary Hay, and as they are of Catholic belief, a divorce is somewhat out of the way. Credit is given to Mary Hay Barthelmess, Dick's little daughter, because Patsy just loves children, and after all, who would mind bringing up Dick Barthelmess' children?

* * *

For a change, Georgie Jessel and his wife have separated. Don't get alarmed, dear reader, it's nothing new, they have divorced three times before.

It all came about when Georgie was making "Private Izzy Murphy" for Warner Bros. and naturally Mrs. Georgie came to Hollywood with her hubby.

Lord knows what it's all about, maybe they are doing a Colleen Moore act, "It Must Be Love" in quarreling so often, but we hope things get straightened out, and everything will be "hotsy-totsy" once more.

* * *

Cupid certainly has hit Hollywood hard. Virginia Bushman, daughter of Francis X. Bushman, is engaged to the director of "Brown of Harvard," namely, Jack Conway.

Time certainly does fly, first thing you know, Francis X, you'll be an old man.

* * *

Wedding bells are muffled in the distance for Mary Astor and Irving Ascher, who is a member of First National's production department.

I wonder if the divorce courts will be as busy this time next year, as the marriage license bureau is this year. Not sarcasm, friends, just curiosity.

"Ottawa's Showplace"

Manager J. M. Franklin of B. F. Keith's Theatre, Ottawa, Ontario, has further added to the beauties of "Ottawa's Showplace" by furnishing the house with handsome floor lampstands and new furniture, along with new carpets.

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F.B.O. Purchase Universal in Progress

Difference of Two or Three Million Between Deal

While all the rumour and talk of the purchase of Universal by F.B.O. are in progress, we learn that negotiations and conferences are still in the running.

Sometime ago it was reported that in a conference which took place between J. Kennedy of F. B. O. and Carl Laemmle there was only a difference of about three millions in closing the deal.

Now that the dear old chief has recovered from a very serious illness it looks as if a Universal sell-out is more probable than ever. Even a tried and true warrior grows a bit weary of a game in which the fighting element grows so vigorous that one is inclined to leave such a field to the "New Bloods."

F. B. O. has been steadily climbing to a position of first rank, increasing its responsibilities and its position of importance. The purchase of Universal by F. B. O. would certainly add strength and prestige to this Young Blood.

In a recent interview with Mr. P. C. Taylor, Canadian Manager for F. B. O., Mr. Taylor stated that he knew conferences had taken place; and that another conference was to take place between Mr. Joseph Kennedy, and Mr. Carl Laemmle, but he was not in a position to give us any more definite information. That F. B. O. had negotiated for the purchase of Universal was however an assured fact.

Digest Advertising Gets Business Regal States

Does it pay to advertise in the Canadian Moving Picture Digest?

Do Canadian exhibitors want to show British pictures?

Here is a letter just received from Regal Films Ltd. which is a complete answer to both questions:

Canadian Moving Picture Digest,
Spadina Avenue,
Toronto.

Gentlemen:

Please substitute the enclosed ad copy for that which we sent you a day or so ago on "Every Mother's Son."

Our reason for this change is that we have received a perfect flood of telegrams, telephone calls, letters and personal inquiries, and we desire to catch up with the business already in sight on "Every Mother's Son" before doing further advertising.

Regretting if this causes you inconvenience and thanking you in advance for making the change, we are

Yours very truly,
REGAL FILMS LIMITED.

FOOTBALL NIGHT MAKES GOOD STUNT

One of the most timely stunts ever staged by Manager Ray Tubman of the Regent Theatre, Ottawa, Ontario, was the holding of a "Football Night" with special programme on Thursday and Friday nights, October 21 and 22, when various members of the orchestra gave burlesque characterizations of well-known players of the Ottawa Football Club, which holds the Canadian championship. Crowded houses enjoyed the skits immensely.

On Saturday night, October 23, Manager Tubman published "The Regent News," a special tabloid newspaper giving the running story of the Ottawa-Montreal football game at Montreal, and also news of coming attractions at the theatre. The miniature newspaper was distributed without charge among the Regent patrons and was also sold by a newsboy at the Regent Theatre corner.

Frankie Stein Appearing Capitol, St. Catharines

Miss Frankie Stein, appeared at the Capitol Theatre, St. Catharines, last week. Miss Stein appeared with Jack Arthur's "Gang" at the Uptown, Toronto, a few weeks ago.

J. D. Williams, of London, England, impresario of British National Pictures, is in New York.

A "peppy" scene from Warner-Lubitsch Parisian success, "So This Is Paris," with Lilyan Tashman doing a little demonstrating.

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CLAIR HAGUE VISITS WINNIPEG, INSTALLS MANAGER

Clair Hague spent a week in Winnipeg recently and made arrangements with H. M. Thomas for a larger number of Universal pictures to be shown this winter in Famous Players' theatres in Western Canada than had been arranged at a recent Toronto conference. While in Winnipeg Mr. Hague accepted the resignation of Charles Schausble as manager of the Lyceum Theatre, Mr. Schausble going to one of the legitimate houses in Winnpige.

Ernie Saunders Praises "The Waltz Dream"

In a letter to Henry O'Connor, manager of Regal Films, Toronto branch, Ernie Saunders of the Princess, St. Thomas, says:

"We consider 'The Waltz Dream' (Metro-Goldwyn-Mayer) a production which we can recommend to any exhibitor. The cast consists of artists far above the regular so-called movie stars. The photography could not be improved upon and the direction must have been in the hands of a genius."

"The Fighting Marine" Continues To Be Popular

"The Fighting Marine," starring Gene Tunney, world's heavyweight champion, bids fair to have more runs in Canada than any serial in recent years. And, best of all, reports from all parts of the Dominion are to the effect that it is drawing big business everywhere. It's a "Pathe serial," distributed by Regal.

FLORENCE GILBERT
appearing in Van Bibber Comedies by Richard Harding Davis for Fox.

WALTER DAVIS STARTS BRITISH PICTURE CAMPAIGN

"Every Mother's Son" for Armistice Day

"Every Mother's Son" was given a private showing at the Metropolitan Theatre, Winnipeg, Oct. 15, and was enthusiastically received as being the best British made picture ever shown in Winnipeg. It will be presented Armistice Week at the Metropolitan Theatre, as well as all over Canada that week, in the key cities, and there is great rivalry as to which manager will put it over best. Walter Davis of the Metropolitan, has already started a big campaign.

NEW STAR THEATRE OPENED TISDALE, SASK.

The largest crowd ever gathered in Tisdale, Sask., took part in the opening of the new Star Theatre in this town, the event being observed with a dance. The building is 34 by 100 feet, with ample stage room, with rest rooms for the ladies and smoking rooms for the men. It will be devoted principally to the showing of pictures.

LOWELL THOMAS WITH PICTURES GARRICK

D. E. L. Fisher, manager of the Garrick Theatre, Winnipeg, secured Lowell Thomas for two engagements with his lectures on "With Allenby in Palestine" and "Man of Mystery in Arabia," the theatre being crowded for the two nights in the first appearance and equally well filled on the second of the three nights. Motion pictures were shown of the various events.

TALK ON SHOWMANSHIP

All the manager, ticket-sellers and ushers of the Famous Players theatres in Winnipeg gathered at the St. Regis hotel assembly hall and listened to an address by Manager Walter Davis of the Metropolitan Theatre, on service. Many helpful suggestions were given and something worth carrying away was heard to add to efficiency in theatre duties. A dance and refreshments followed the talk.

Anna Q. Nilsson, First National's charming star, has just returned from a trip to her home in far-off Sweden. Miss Nilsson had a glorious time; and is now ready to do some more outstanding work for First National.

Motiograph De Luxe Projectors
(Standard Arc, Reflector Arc and Mazda Models)
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(Ask for a Copy of Our 1926 Catalog)

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Ray Lewis Monthly Reviews

"See No Evil" - "Hear No Evil" - "Speak No Evil"

Class A—B—C—D According to Their Drawing Power and Their Merit

CLASS A

"BEAU GESTE" — Paramount's splendid feature, adapted from the world-read novel by Percival Wren, has "made good" on all that was promised and expected of it.

The story which deals with the love of three brothers for each other, develops into a plot which is intensely absorbing; and again disproves the general belief that a picture must be built around the attraction of a man for a maid to hold the interest; and attract its patronage.

The sex-love interest in this picture is minor, but a greater love, as expressed throughout the ages in man's love for man, is the motivation which gives "Beau Geste" its tremendous appeal.

This picture "proves the exception to the rule" in more than this one instance, for we have believed, most of us at any rate, that a picture had to draw the woman-element to prove an asset at the box-office.

"Beau Geste" draws four men to every one woman; and yet it has an appeal which gets the women also; only the three extra men who come to the every four patrons in your theatre, must be an extra patronage which would not come along for the ordinary woman picture appeal.

It would be difficult to imagine how any director could have done otherwise, but make a great picture out of such marvellous material at his disposal; and in the desert scenes with all their fire and action, the scenes between the brothers, their contact with the legionairies, Herbert Brenon did handsomely.

The intense interest which these desert scenes have are largely due to the work of Noah Beery, as 'Legaune.' Here is quite another Beery, giving a performance distinctly different to those magnificent interpretations familiar to our screen; and which have given Beery his standing. As "Legaune," the "dirty dog" dragged in by the heel to escort "Beau Geste" on his "Flaming Journey" into Valhalla, as "Legaune" soldier magnificent, Beery is fascinating and literally has changed his very countenance and figure to suit the part.

Ronald Colman as "Beau Geste" fitted the part beautifully. It needed a gentleman and Colman was himself. Neil Hamilton and Ralph Forbes, the other brothers, acquitted themselves with fine style, the honours however, going to the interpreter of "Digby," who has a screen magnetism all his own.

The opening scene in the French Fort starts the picture off with a mystery angle which immediately awakens the curiosity; and the picture speeds on to a tense finale. There was not much for Alice Joyce to do, she made a dignified Lady Brandon.

* * *

CLASS A

Milton Sills in *First National's* powerful story of the steel mills. Sills again demonstrates a personality already associated with roles which require a virility of interpretation.

The theme is every working man's dream, namely that workers should share in the profits of that organization which they help to build up. Sills a worker, impresses the steel magnate with this idea after a series of experiences which would be hard to beat for thrills, but which keep things moving rapidly despite the fact that few heroes could live through them. Someone said, "Truth is stranger than fiction" and who knows what the other fellow knows about what happens to each of us.

"MEN OF STEEL" will get the business, the mill scenes are real and big enough to sweep the picture to a substantial success.

Doris Kenyon and Mary Allison as the sisters keep the interest alive, while George Fawcett, Frank Currier and Victor McLaglan in important parts are veritable Atlases holding this structure of steel upon their shoulders in the intervals when Sills is given a chance to catch his breath.

* * *

CLASS A

"THREE BAD MEN," Fox feature that captures the prize for combining all the elements, history, spectacle, comedy, love, melodrama and tragedy into a feature of unquestionable entertainment.

Frank Campeau, Tom Santschi and J. Farrel Macdonald, who depict the "Three Bad Men," are splendid interpreters of colorful roles. Lou Tellegen makes a good villain and George O'Brien does the hero stunt to perfection, while Olive Borden is the "girl" whose good influence turns "Three Bad Men" into heroes.

The story deals with the invasion of the Whites into the Indian domain of the Dakotas, where the rush for gold in the early 70's took place.

The development gives the director an opportunity for unrivalled scenes of pictorial splendour and a sweep of action as broad as that depicted in "The Iron Horse" which happens to be nearly the twin-brother of "Three Bad Men." The snakelike line, ending it appears over the horizon, of men, wagons, cattle, settlers' effects, is a magnificent picture which recalls the vistas of pictorial action in "The Covered Wagon."

The adaptation is from the book by Herman Whittaker, called "Over the Border" and the direction which is an achievement is by John Ford.

Some of the exteriors, from a photographic standpoint are unrivalled masterpieces of camera-art. Great for the box-office.

* * *

CLASS B

Eddie Cantor in *"KID BOOTS,"* adapted from the Zeigfield play and of which star Zeigfeld is ever wont to say, "The public come to see Cantor and not 'Kid Boots,'" registered as a picture star in the screen version of his musical comedy success.

Cantor reminds me a great deal of Buster Keaton, whom he resembles somewhat in facial construction and lugubrious countenance, but he is no imitator, having an ability peculiar unto himself, which will accommodate itself gradually to the screen, giving him an even greater opportunity perhaps than "Kid Boots."

The plot is, of course, thin, it would have interfered with the star's play had it been "thick." Clara Bow does not get a big chance, but she is there in the little she has; and Billie Dove looks like a "great big beautiful doll," not big in avordupois, but in terms of endearment.

The star's prestige and ability, plus all that Paramount have done for this feature make it a big picture.

* * *

CLASS B

"THE WALTZ DREAM" came to Toronto and pleased considerably judging by the criticism around town from those who pay, namely the patrons of Motion Picture Theatres. It is a Metro-Goldwyn-Mayer-U. F. A. feature which was reviewed in these columns some time ago, during its run at the Capitol, Broadway. Since then I understand it has been considerably cut in order to speed up the draggy bits; and this must make it very fine entertainment indeed, for it was unusual in story, atmosphere, environment and direction.

The Viennese locale is very fascinating and Mady Christians as the Princess gets an opportunity for some big scenes which she puts over with all the color and fire with which we associate a "Night in June in Vienna."

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SOCIETY NOTES

By Madame Pompadour

ACCOMPANIED by his wife, Emil Jannings, noted European actor, who recently scored in "Variety" and "The Last Laugh," is in New York. Mr. Jannings was greeted by Jesse L. Lasky, first vice-president of Famous Players, Erich Pommer, an old friend of Jannings, Mauritz Stiller, who will direct Jannings' first American picture, and Walter Wanger, general production manager of Famous-Players.

Mr. Jannings will be in New York for two weeks, and while there, make personal appearances at the Rivoli Theatre, then he will go to Hollywood to start work on his first American production. It will be interesting to study the effect of America's "step lively," upon Jannings' art.

* * *

Robert Lieber, president of First National Pictures, is back in New York, after spending a short time in Indianapolis.

* * *

Richard Barthelmess is on his way to England and due for a continental tour also. Dick will be gone for five weeks, during this time he will go to Paris, Nice and Rome, then on to England to appear in person at some of the leading picture houses there. Dick should make a very favorable impression and I think the release of "The Amateur Gentleman" at the same time could be a good showmanship idea plus the "Entent Cordiale" background.

* * *

Dorothy Gish, she of "Nell Gwyn" fame, recently arrived in Hollywood, accompanied by Herbert Wilcox, Cecil Harrison and Bill Yearsley of British National Pictures.

They were accorded a hearty welcome, while Gardner James did the honours in presenting Miss Gish with a beautiful bouquet of California grown flowers.

* * *

Carl Laemmle, president of Universal Pictures, accompanied by his daughter, Rosabelle, his son, Carl, Jr. and Julius Stern, left for Universal City. This is Mr. Leammle's first trip since last spring.

* * *

Howard Dietz is having a great time in Paris. Be careful, Howard, those "French Mammas" are chic and wild.

Harold Bishop, who has been managing the Empress Theatre at Edmonton, Alta., has again joined John Hazza in the management of the Capitol Theatre, Calgary, Alta.

A scene of splendour and action from P. D. C.'s "Paris At Midnight" with Jetta Goudal, Lionel Barrymore and a big name cast.

$75.00 IN GOLD FOR EXHIBITOR'S LETTER

Exhibitors, do not overlook the $75.00 which First National is offering for the best letter covering the Banner Group, $50.00 in gold for 1st prize and $25.00 in gold for 2nd prize.

Just write a letter explaining why you purchased the Banner Group, or part of it. Your letter need not cause you any concern as to style. Just state the facts back of your purchase, and the best letter gets the prize.

WINNIPEG'S TWO NEW THEATRES OPEN DECEMBER

Winnipeg's two new $75,000 motion picture theatres, being built by N. Rosthein, are making rapid progress towards completion and will be opened early in December.

AL RITCHEY ATTENDS FAMOUS CONVENTION

Al Ritchey, manager for Western Canada of Famous Lasky company, Winnipeg, has gone to attend the convention at French Lick, Indiana, of the Canadian and United States sales force.

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A Howling Sensation!

JOSEPH P. KENNEDY

presents

RANGER

The Monarch of the Dog World

in

Four Roaring Outdoor Melodramas
The First of Which is
Ready for You

"FLASHING FANGS"

COMING

"FLAMING FURY"

Distributed by

GREATER FBO

FILM BOOKING OFFICES OF AMERICA, INC.

Let Ranger Keep the Wolf from Your Box-Office Door!

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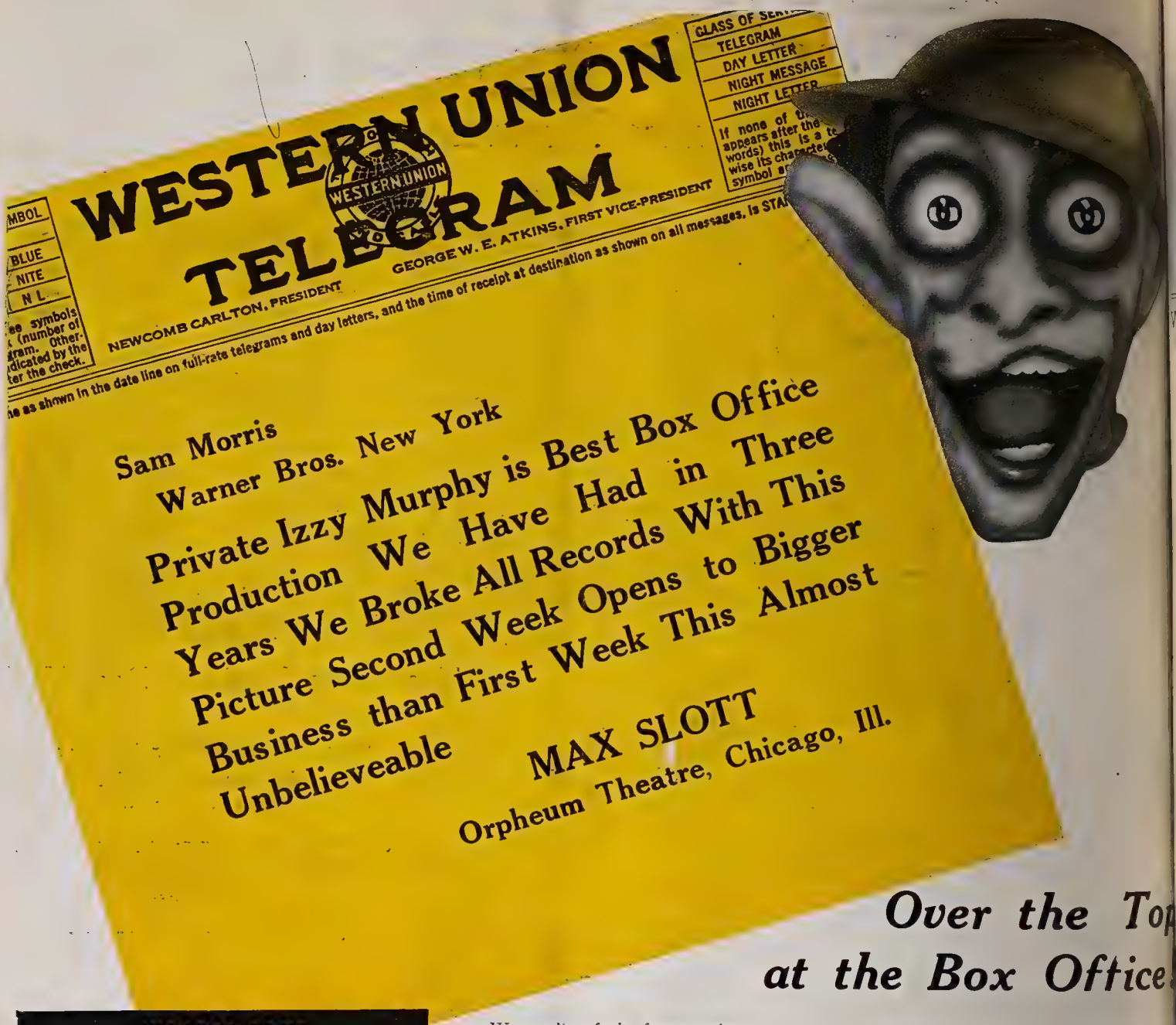
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DAY LETTER
NIGHT MESSAGE
NIGHT LETTER
Sam Morris
Warner Bros. New York
Private Izzy Murphy is Best Box Office Production We Have Had in Three Years We Broke All Records With This Picture Second Week Opens to Bigger Business than First Week This Almost Unbelieveable
MAX SLOTT
Orpheum Theatre, Chicago, Ill.

Over the Top at the Box Office

WARNER BROS. present
Private Izzy Murphy
Starring
George Jessel
PATSY RUTH MILLER, VERA GORDON, NAT CARR
Directed by Lloyd Bacon
A WARNER BROS. PRODUCTION

We can't refrain from saying,
"We told you so!"
"Private Izzy Murphy" over the top
And cleans up bigger profits
Than exhibitors ever saw before!
An irresistibly human, laughing hit
Starring George Jessel,
In pictures at last.
You win! It's one of the big profit hits
In Warner Bros. 26 Winners.

Three bigger-profit
Warner Winners released—

Every one a box office sensation!
Play "Across the Pacific"
Starring Monte Blue
And "My Official Wife"
Starring Irene Rich
And Conway Tearle.

"Millionaires,"
"While London Sleeps"
And "The Third Degree"
Are on the way!
More profits $ $ $!

It's An Exhibitor Year With

26 WARNER WINNERS

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Vol. 18, No. 27. TORONTO 2, CANADA November 6th, 1926

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tell exhibitors about

The MAGICIAN

1—RESOUNDING SUCCESS!—*John S. Cohen, N.Y. Sun*
2—CINEMATIC TREAT!—*Rose Pelswick, N.Y. Journal*
3—WE RECOMMEND IT!—*Katharine Zimmermann, N.Y. Telegram*
4—TOP GRADE ENTERTAINMENT!—*Palmer Smith, N.Y. Eve. World*
5—AMAZING AND BEAUTIFUL!—*Regina Cannon, N.Y. Graphic*
6—INGRAM AGAIN SHOWS GENIUS!—*Mordaunt Hall, N.Y. Times*
7—DIFFERENT!—*Dorothy Herzog, Daily Mirror*
8—ADMIRABLY DONE!—*H. David Strauss, N.Y. Telegraph*
9—CORKING MELODRAMA!—*Roscoe McGowen, N.Y. Daily News*
10—UNMISTAKABLE GENIUS!—*Louella Parsons, N.Y. American*

Metro-Goldwyn

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Production with ALICE TERRY
and PAUL WEGENER

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THE WEEK'S NEWS!

THE TEMPTRESS
breaks Capitol (N.Y.) records
$126,547.25
in 2 weeks

THE FOUR HORSEMEN
booking like wild-fire!

JOHN GILBERT in BARDELYS The Magnificent
A Big One For Big Runs

THE COMEDY OF THE AGE!
TIN HATS

Metro-Goldwyn-Mayer

THIS week
EVERY Film Row
IS buzzing with the
BIG news!
M-G-M has the comedy
THAT is to be
THE sensation
OF all time
"TIN Hats" is grand!
ONE of the biggest
BOX-office bets
M-G-M ever released!
TAKE the tip . . .
TALK it up now
AND hold your booking-time
WIDE open . . .
AND watch
"BARDELYS the Magnificent."
M-G-M'S Road-Show Size
SENSATION . . .
IT'S starting now
TO make history . . .
"FOUR Horsemen" contracts
ESTABLISH record . . .
"THE Temptress" piles up
A fortune at Capitol, (N.Y.)
LUCKY M-G-M showmen!

STICK TO M-G-M AND BE HAPPY!

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Herbert Brenon's "THE GREAT GATSBY"

Sets Another Furious, Fast Action, Mysterious Thriller Rolling

---

And what a Cast the Producer of "Beau Geste" has selected for Box Office Perfection--

Warner Baxter **William Powell** **Carmelita Geraghty**
Lois Wilson **Hale Hamilton** **Eric Blore**
Neil Hamilton **George Nash** **"Gunboat" Smith**
Georgia Hale **Claire Whitney**

A Paramount Picture

Famous-Lasky Film Service, Ltd.

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THE CHEER
THEM

It's T
It's Going
WITH
RICHARD
AND A PIC
"The Quarte

You can hold that line for hours--of course all Paramount Pic
This one was directed by Fred Newmeyer, and charming Esth
ing lead. Get in touch with your neare

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LEADER OF ALL!

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ston is in support-
change. It's a Box Office Sweep.

n Service, Limited

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FRANK LLOYD'S

(The man who made the Sea Hawk)

GIGANTIC SPECTACLE

"THE EAGLE OF THE SEA"

With FLORENCE VIDOR and
RICARDO CORTEZ

HAS WON NEW FAME

(It's a Paramount Picture)

Famous-Lasky Film Service, Ltd.

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Producers Distributing Corp.

Box Office Money-Getters

"GIGOLO"

One of the finest human interest pictures ever produced. The remarkable acting of

ROD LA ROCQUE

Jobyna Ralston, Louise Dresser, Cyril Chadwick and Geo. Nichols will long be remembered. Directed by Wm. K. Howard. Produced at the De Mille Studios.

Smashed the House Record at the Big New York Hippodrome and will do likewise in many of Canada's Best Theatres

"THE NERVOUS WRECK"

Feature Length Comedies are going big everywhere. Here's a Special by

AL CHRISTIE

The acknowledged King of Comedy Producers. It is a "wow" from start to finish and has unsurpassed exploitation possibilities. A cast of internationally known comedians.

You'll need Extra Seats when you play this Picture and you'll want Extra Days added to your Run

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It is Booked for Showing in Leading First-Run Houses from Halifax to Vancouver

Beyond a Doubt
Produced in an ENGLISH STUDIO by ENGLISH ARTISTS,
ENGLAND'S FINEST PHOTOPLAY!
"EVERY MOTHER'S SON"
MEMORIES OF OTHER DAYS-SWORDS INTO PLOWSHARES
THRILLS! COMEDY!
A ROARING ROMANCE OF THREE BRITISH TOMMIES IN THE ARMY-AND AT HOME
PATHOS! HUMOR! LOVE! ADVENTURE!
See Again!
Dear Old England's Greatest Beauty spots-Westminster Abbey, Old London, The Thames Embankment, Victoria Gardens, Cleopatra's Needle, Westminster Bridge
TALKING IT OVER AGAIN
BOBBY GIVES THE COOK A TREAT

Additional Prints Have Just Arrived and We Can Give Early Dates

It's the Season's Biggest Money-Getter

Regal Films Limited

Sole Distributors for the Dominion of Canada

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RAY LEWIS
Editor and Managing Director
GEORGE C. WILLIAMS
President

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Ray Presents

THE fifteen million dollar studio to be erected by Famous Players in British Columbia, in order to cover the coming legislation governing the presentation of British-made pictures on the screens of the British Empire is a move politic and enterprising.

The profits which must accrue from the sale of pictures throughout the British Empire, through other fields foreign to America, are the profits of the motion picture Industry of America.

Aside from this immensely important angle, the production of pictures must be international; and a company of Famous Players-Lasky resources cannot expect to build up a dominant world position by the production of moving pictures in one corner of the world only.

Such enterprise needs the world's territory. If the number of pictures scheduled could be apportioned for production in different centres, the results would not only bring tremendous increase in immediate profits, but enlist international producing finance; and increase the durability of the World's Motion Picture Interest.

* * *

"Houdini" at last could not escape from the "Shackles of Death." So is the ingenuity, and creative faculties of Man stilled by a germ that fastens upon his vitals.

The Industry mourns the passing of the "Great Houdini."

* * *

"VITAPHONE" continues to establish records, and make glad the heart of Harry Warner, who must have convinced his bankers in his usual convincing manner, that sometimes "a bird in the bush is worth more than one in the hand.'

It may hatch out a brood of bird-

(Continued on Page 10)

Politics

IT HAS BEEN the policy of our Industry to keep out of politics.

The idea back of this inaction has been based upon the fact that the Industry manufactured and sold entertainment to people of diverse political opinions, and that showing a partisanship might not be conducive to good business.

I think that this premise is wrong. Newspapers, catering to public opinion, have a decided political platform upon which they stand. Merchants, retail and wholesale, manufacturers; and all industrial, commercial and agricultural enterprises have decided political biases towards which they lean.

Every adult has opinions, the first indication of intelligence in a child is its power to express an opinion.

For the Industry of Motion Pictures to collectively or individually express its opinion in the coming elections is but an indication of an intelligent expression, an indication that this Industry has arrived at an adult, or voting age, and that it has developed a sufficient citizenship-consciousness to use the vote which it has, intelligently.

To be political as Webster interpreted it, is to be "wise, prudent and sagacious in devising and pursuing measures adapted to promote the public welfare."

Premier Ferguson has said that there shall be an elimination of the Amusement Tax up to and including 25c. This Tax has been deemed a "Nuisance Tax" by the patrons of Motion Picture Theatres. The 25c elimination is a good start. The Premier will do better.

Working in conjunction with Premier Ferguson, in the consideration of this Amusement Tax Elimination, was the Hon. W. H. Price, who was Provincial Treasurer; and who has been appointed Attorney General.

Political Economy has been recognized as a science, "It comprehends all the measures by which the property and labour of citizens are directed in the best manner to the success of individual industry and enterprise, and to the public prosperity."

In feeling the responsibility of our citizenship we must recognize that the Industry of Motion Pictures needs legislative representation; and it is our duty to elect those public servants who have the vision to value us at our worth.

Ray Lewis

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Ray Presents

(Continued from Page 9)

lets, who in turn may be related to that "bird" of fame who laid the golden egg.

* * *

Be that as it may, as some of us say, the Famous-Warner deal so close in making Warners, Famous, appears to be out of the negotiating stage, while the big thing in motion pictures looks like Vitaphone, the perfect synchronization of presentation and pictures, which this Industry has need of, and which its wisest showmen have dreamed about.

* * *

THE American Picture Industry gave Ernest W. Fredman, well-known English editor, a banquet under the auspices of the A. M. P. A.

Mr. Fredman pointed out that the British picture quota will be introduced without much further speculation on that point.

* * *

I would like to see a programme of a dozen good British-made pictures seeking a market before the quota regime is introduced, in order to test the need of the quota platform.

* * *

I believe that the solution of the British Film problem rests on the quality of British production; and I sincerely believe that the quota will not help out, unless England is going to present this quota to British financiers, who are waiting for just such a gilt-edge security before putting their money in the production of British pictures.

* * *

If this is back of the quota, it may loosen up British capital sufficiently to produce some first class British pictures.

* * *

If this is not the motive back of the quota, then the quota will help to kill the British picture infant most successfully, for if you, as exhibitors, have to exhibit the average British picture which has been made, the public will certainly avail themselves of their liberty by staying away.

* * *

NO ONE PAYS to be bored, and the British picture will have to equal the quality of the very best pictures England has produced to establish a market in the Trade and with the public, to justify a quota legislation. The war was over in 1918 for England as well as Germany. Where does Germany stand in motion pictures today, and where is England's position. Is it the Kontingent or the first rate German-made pictures which has created a market for German-made pictures? The answer is obvious.

* * *

The Mountain which was the American Picture Industry, certainly came to the German Mahomet, because German pictures were prophetic with quality.

GRETA GARBO

Metro-Goldwyn-Mayer star, who has made a tremendous hit in "The Temptress."

Victoria Theatre, Carberry, Re-Opens "Men of Steel"

Mr. Pechett, of Carberry, Man., reopened the Victoria Theatre, which had been closed for some time.

To celebrate the opening, Mr. and Mrs. Pechett were host and hostess at a dance, music being supplied by the Goblin Orchestra of Brandon. Luncheon was served, and the party lasted till the small hours of the morning.

The Victoria opened with First National's "Men of Steel," starring Milton Sills. A good-sized audience attended. The following week the Dempsey-Tunney championship bout was shown and an increased attendance was reported.

Mr. Pechett promises his patrons the best pictures that he can purchase.

Toronto Theatres

UPTOWN — "The Prince of Tempters," with Lois Moran, Lya de Putti, and Ben Lyon. Excellent cast, story involving a conflict between the Kingdmo of Heaven and the Kingdom of Earth. First National Class B.

PANTAGES — "One Minute To Play," with Red Grange — F.B.O. "Red" Grange makes hit in splendid college story—Class A for box-office.

LOEW'S — "Blarney," with Renee Adoree — Metro-Goldwyn-Mayer. An adaptation from Donn Byrne's "In Praise of James Carabine."

TIVOLI — "The Quarterback," with Richard Dix. Dix gets a great chance. (Paramount) Esther Ralston good in what she has to do, money-making entertainment.

REGENT — "Beau Geste," with Ronald Colman—Paramount. One of the big ones. Class A and then some.

Neighborhood Theatres

ST. CLAIR — "So This Is Paris," with Monte Blue—Warner. Sparkling continental atmosphere delivered with the Lubitsch touch.

"Battling Butler," with Buster Keaton—Metro-Goldwyn-Mayer. Class A. Keaton at his best.

COLLEGE — "Paradise," with Milton Sills and Betty Bronson—First National. Sills plus Betty Bronson, South Sea Islands and English atmosphere make excellent entertainment.

"The Black Pirate," with Douglas Fairbanks — United Artists. Class A. Best popular-appeal picture Fairbanks has had since his romantic picture days.

BEACH—"Hard Boiled," with Tom Mix — Fox. Class A. Audience "eats it up." "The Duchess of Buffalo," with Constance Talmadge —First National. Countess a comedienne supreme, a rollicking satire.

CAPITOL — "Battling Butler," with Buster Keaton — Metro-Goldwyn-Mayer. "The Black Pirate," with Douglas Fairbanks — United Artists.

ALHAMBRA — "Battling Butler," with Buster Keaton — Metro-Goldwyn-Mayer. "Into Her Kingdom," with Corinne Griffith — First National. Corinne does big work, Russian atmosphere. Class B.

PARKDALE — "The Waning Sex," with Norma Shearer and Conrad Nagel — Metro-Goldwyn-Mayer. Norma at her best, Conrad Nagel splendid. Class B.

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for one exhibitor

$25

for another exhibitor

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"WHY I BOUGHT THE BANNER GROUP"

All you have to do is write a letter of not less than 100 words or more than 300 words telling your reasons for buying FIRST NATIONAL'S BANNER GROUP

The contest is open to any exhibitor who, on or before December 10th, has contracted for "The Banner Group" or part of it, where only part was available. Franchise holders are eligible.

Contest opens on November 1st and replies must be in receipt of the judges not later than December 15th.

Typed copies are preferable.

All letters become the property of First National Pictures, Inc., to be used for publication or other purposes as the company may desire. The following persons will act as judges and their decision will be final:

RAY LEWIS
Editor, Canadian Moving Picture Digest

MR. ROY O'CONNOR
Prince of Wales Theatre, Toronto

C. J. APPEL
Director of Publicity, First National Pictures

Address all replies to Banner Group Contest Editor, First National Pictures, Inc.
277 Victoria St., Toronto, Canada.

This Industry is agreed that First National is the biggest money making and most consistent program on the market — Now tell us why you bought the Banner Group and we'll give $50.00 for the best letter and $25.00 for the next choice of the judges.

FIRST NATIONAL PICTURES

FIRST NATIONAL *FIRST*

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CARL LAEMMLE Presents

The Fourth Com

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Box Office!

¶ **Emory Johnson---Box Office Wizard---reaches new heights of directorial CLASS in his first Universal Super Production!**

¶ **Belle Bennett---Loved by the WOMEN---contributes her supreme portrayal!**

¶ **Sweeping in size; heart-pounding in dramatic intensity---here's a Special THEY'LL TALK ABOUT---and TALK---and TALK.**

AN EMORY JOHNSON PRODUCTION

Directed by Emory Johnson, Story by Emilie Johnson.
With Mary Carr, Henry Victor, June Marlowe and other box office stars.

Released by UNIVERSAL

Belle Bennett in Mandment

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African Theatres Ltd. to Build Modern Theatres

Trade Commissioner J. Stevenson, Stationed at Johannesburg, Sends Report

COMMISSIONER PERRY J. STEVENSON, Trade Commissioner at Johannesburg, South Africa, reports that the African Theatres Ltd. are intending to build a chain of modern theatres throughout South Africa. These will embody all the outstanding features which prevail in our theatres on the American continent.

The first theatre following this plan was opened in July of this year; and is located at Durban, The Prince's Theatre, with a seating capacity of 1,750. A community theatre for pictures, lectures, theatre performances, is to be stationed at Dietermaritsburg. Two new theatres are being planned for Johannesburg.

Kimberley, Port Elizabeth and Blowafontain are scheduled for new theatres. Cape Town will be favored with two big theatres, one for a vaudeville and pictures combination, built upon elaborate architectural design, and the other a second run house presumably. These theatres will be under the Schlesinger Bros. control, who exercise such a dominant position throughout the South African Picture Industry. Already British and American equipment dealers are competing for the business this million pound building programme involves.

COLLEEN MOORE BOX-OFFICE FAVORITE OF EXHIBITORS

Colleen Moore captured first prize in the Exhibitors' Herald box-office bet contest. She received 278 votes, out of 2,471 exhibitors' replies as to who was the strongest box-office star bet. Tom Mix, Fox star, ran second with 255 votes; Fred Thomson, F. B. O. star, 252; next in order came—Harold Lloyd, Famous star; Hoot Gibson, Universal star; Norma Talmadge, United Artists; Mary Pickford, United Artists; Douglas Fairbanks. United Artists; Thomas Meighan, Famous; Reginald Denny, Universal; Milton Sills, First National; Richard Dix, Famous, and Lon Chaney, Metro-Goldwyn-Mayer.

In Addition To The Longer Picture—The two-reel Christie Comedy, "Dodging Trouble," with Neal Burns, Edna Marion and "Buddy."

F. L. VAUGHAN

Started in the motion picture business after discharge from Royal Air Force in 1918, with Famous Players Film Service, controlled by the Allens, first position being that of booker in Calgary Office, remaining in that capacity until 1919 when started as salesman for the same company. Transferred to Winnipeg as branch manager in 1920 for Famous Players, and remained there until 1921 when he resigned to return to Calgary as branch manager of the Fox Film Corporation. Remained with Fox until November, 1922, and resigned to go with First National Pictures opening their first branch office in Calgary. Transferred to Winnipeg in July, 1923, to take over the Winnipeg branch and also manage Western territory from Ft. William to the B. C. boundary. This move was made after First National decided to make a sub office in Calgary instead of a full branch. Remained in this capacity until May 1925, and resigned to take over Canadian Educational Films, Winnipeg. Resigned position with Educational to join Canadian Universal Film Company, returning to Calgary, September, 1925, where he had formerly established a home. At present branch manager Canadian Universal Film Company Ltd., Calgary Office. All his experience has been centralized in Western Canada.

George Weeks in Charge Short Product Dept.

George Weeks, who has been officiating in the capacity of General Sales Manager for Famous Players, has had the Short Subject Product placed under his jurisdiction also. Short Subjects are certainly coming into their own with the realization that Variety is the "pep" of the programme; and a good news reel, a real comedy take the place of the best vaudeville or novelty act a picture theatre can offer.

Joseph M. Schenck States Sick of Jazz

Claims There is no Synchronization with Feature Picture

JOSEPH M. SCHENCK, chairman of United Artists' Board of Directors, states that he is "sick of Jazz prologues and dancing girls" as part of the presentation of the feature picture.

Mr. Schenck rightfully states that these fail to synchronize. That is the secret of the wizardy of Sid Grauman presentations. His "Jazz" and dancing girls, when he sees fit to use them, synchronize because he suits the presentation to the picture.

Now no manager of good showmanship judgment would present a Jazz band as an introduction to "Camille," but a dance of the "Camelia" let us say, where Armand pursues Life as presented by Camille and he is thwarted by the figure of his father representing "Respectability," While Camille is pursued by Death, would make a synchronizing presentation for this picture, at the same time telling the motive back of the story of Camille; in a dancing pantomine.

To present a presentation which has no relationship to the picture in atmosphere, or tempo is probably what Mr. Schenck objects to, for it certainly does not help the feature, which the presentation unquestionably should do. As Shakespeare said, "The play's the thing," the feature is "the thing" in a motion picture theatre and the rest of the programme must build up the mood of the audience so that it may be most receptive for the feature.

QUEEN MARIE WILL NOT VISIT CALIFORNIA

The railroad having refused to recognize the divine right of royalty in the granting of special concessions, Queen Marie of Roumania has excluded California from her visiting schedule.

Although the Queen was very anxious to visit Hollywood, it appears that Her Majesty will not have this pleasure. The railroad may find itself silently blessed by the rest of Royalty, who, according to press reports, were worried about the contemplated Los Angeles visit.

No Matter How Old You Are, you'll enjoy every minute of "Open Spaces," "Big Boy" in a new Educational-Juvenile Comedy.

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One of the spectacular and human scenes in Warner's splendid feature, "The Sea Beast," with John Barrymore and Dolores Costello.

Do you love me? The sweetest story ever told. John Barrymore in Warner's five dollar attraction, "Don Juan."

LOUISE FAZENDA, all-round excellent performer starring in Warner's "The Passionate Quest."

Scenes and Stars appearing in Warner's Box-Office Boosters

PATSY RUTH MILLER doing a Barrymore "Sea Beast" stunt. Her coming picture with Monte Blue is Warner's "Wolf's Clothing."

IRENE RICH, Warner's charming star, at home with her books, incidentally looking them over with an eye for possible adaptation.

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SOCIETY NOTES

By Madame Pompadour

Arthur Loew, who is the official head of the Metro-Goldwyn-Mayer's foreign department, will leave Europe for America after a trip covering the European continent. Mr. Loew was accompanied by Morton Spring, foreign executive in the New York office.

Metro-Goldwyn-Mayer have arranged for the distribution of the French feature, "Napoleon," which will come to Canada.

Mr. S. Rowson, chief executive of the Ideal Films Limited, of London, England, has been visiting the Educational coast studios and is en-route to New York City. Mr. Rowson paid a visit to New York about a year and a half ago, where he suffered a severe illness from which he, however, fortunately recovered.

Marcus Loew, accompanied by Mrs. Loew and a group of friends, have left New York for Culver City, California.

Mr. Loew recently recovered from a serious illness, much to the delight of his family and vast circle of friends.

J. D. Williams, who paid a visit to New York to witness the opening of the new British National Picture feature with Dorothy Gish, called "London," departs for London.

J. J. Madan, Managing Director of the Madan Theatre Ltd., of India, whose theatre, distributing and producing interests we recently noted in the "Ray Presents" column, returns to India after a visit covering a two weeks' stay in New York; and an inspection of the Hollywood producing activties while in California. Mr. Madan was the guest of Louis B. Mayer and expressed much enthusiasm over the system of production as installed by the M. G. M. chief.

Martinelli, the Metropolitan Opera House star, hearing himself on the Vitaphone, exclaimed "I am a surprise to myself" which means that Martinelli had previously realized that he was a fine singer, but now there is no further argument about it.

Joseph Brandt, president of Columbia Pictures Corporation, has left for England.

WHERE IS YOUR LETTER? GO AFTER THE PRIZE

Exhibitors have you sent in your letter to First National covering the contest requirements requesting opinions on the Banner programme? It is so simple to win fifty or twenty-five dollars in gold. Just a letter informing First National why you purchased the Banner Programme, or a part of it. Every exhibitor knows he purchases a programme because he believes that pragramme is what his public will pay to see, he purchases a programme because the trademark of that programme has lived up to its promises; and the pictures produced under that trademark have made good with the purchaser and with the public. He purchases a programme from a certain company because the service of that company in delivery, in advertising accessories is good, he purchases a programme from a company because the price is right. But not beng an exhibitor I cannot enter the contest, or I would certainly take the time to pick up fifty, or twenty-five dollars for Christmas. Any money that you get, by way of a bonus, from a distributing company is good money. Go after it, exhibitors. Write your letter and the prize is yours.

"Getting Gertie's Garter" An Elastic Proposition

Director E. Mason Hopper, who has just returned from Europe, is putting some elastic into his conferences with F. McGrew Willis, who is working on the adaptation of "Getting Gertie's Garter," in which Marie Prevost will star. This is expected to be the best picture in which Miss Prevost has yet starred.

Trouble Is No Fun—but "Dodging Trouble" is one of the funniest comedies of the year! Neal Burns is a side-splitter.

ANNUAL ELECTION OF P. D. C.'S SOCIAL JAZZBO CLUB

The first birthday of The Jazzbo Club, a social organization of the personnel of Producers Distributing Corporation, was celebrated by a dinner and theatre party on Thursday evening, October 28th.

Preceding the dinner, officers were elected for the new year. J. K. Burger was re-elected President; George W. Harvey succeeded Haydn O. Duke as Vice President; A. A. Schubart succeeded J. J. Glyn as Treasurer; Mrs. Josephine French retained her office as Secretary, and Maude Sankey succeeded Mary Scelza as Corresponding Secretary.

This meeting also saw the institution of "Jazzbo Jottings," a monthly bulletin devoted to the activities of the club members, to be edited by Rose Natkins, with the assistance of Morris Meyer.

At the close of the dinner, John C. Flinn, Vice President and General Manager, spoke of the importance of the Club as a medium to promote good-fellowship and closer co-operation among the personnel of P. D. C. The members then repaired to the Winter Garden to see "The Great Temptations."

PARAMOUNT SUCCEEDS IN SIGNING UP JANNINGS

Emil Jannings, the noted German actor, who arrived in America a short time ago, has been signed by Jesse L. Lasky to appear in Paramount pictures for a period of three years.

This announcement was made at a luncheon given by the Famous Players, at the Ritz Carlton.

Jannings had planned to stay in America for six months, but apparently likes this country and the Famous contract so he changed his plans.

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Round About the Studios

"FLAMING ROMANCE," is an Educational-Mermaid Comedy, featuring Al St. John with Jack Lloyd, Aileen Lopez, Otto Fries, Clem Beauchamp and Philip Sleeman. It is directed by Stephen Roberts, under the supervision of Jack White.

The INDIAN CINEMA ARTS OF CALCUTTA, India, are going to produce a feature picture. Players are to be both Indian and European.

WARDOUR is distributing the U. F. A. production, "VAUDEVILLE," starring Emil Jannings and Lya de Putti. The picture appeared in forty theatres in London in one week.

MILTON SILLS, having just scored in "Men of Steel," and "Paradise," will be seen shortly in "The Runaway Enchanters." Mary Astor playing opposite. A FIRST NATIONAL picture.

After completing "THE LADY IN ERMINE," Corinne Griffith will play "PURPLE AND FINE LINEN." A First National picture, directed by James Flood.

NORMA SHEARER, Metro-Goldwyn-Mayer's beautiful Canadian star, will start work on "AFTER ALL." Norma has finished "UPSTAGE."

After her great success in "IT MUST BE LOVE," Colleen Moore is keeping up the good work in "ORCHIDS AND ERMINE." Colleen is taking the part of a switch-board operator in a big New York hotel, and we are sure to be more than pleased with her "Hello" work.

JOHN GILBERT, one of the most outstanding actors on the screen, he of "The Merry Widow," "The Big Parade," "La Boheme," "Bardelys the Magnificent" fame will be seen next in "THE DAY OF SOULS," for Metro-Goldwyn-Mayer.

BEBE DANIELS, Paramount's box-office attraction, is working on "STRANDED IN PARIS," soon to be released.

Famous Players-Lasky Distribute British Films

The three production, "Tip Toes," "London," and "Pompadour," Dorothy Gish starring in all three, and produced by Herbert Wilcox, will be distributed throughout the world by Famous Players-Lasky.

By this arrangement these films will enter America without any unnecessary trouble, and have the advantage of being distributed by one of the leading American distributing units, also the advantage of playing all their own and affiliated theatres.

Famous Players-Lasky have agencies in Great Britain through which these pictures will also be distributed.

JOHNNY HINES

who made such an outstanding impression in First National's "The Brown Derby."

ROD LA ROCQUE, having scored a huge success in "Gigolo," has been signed to play the part of Prince Dimitri in Tolstoy's "Resurrection." Dolores Del Rio will play opposite Rod, and the picture will be released through United Artists.

LOIS MORAN is working on "The Music Master," directed by Allan Dwan. Miss Moran has a fine part in her latest release, "God Gave Me Twenty Cents."

JACKIE COOGAN

who got a real hair cut in Metro-Goldwyn-Mayer's "Johnny, Get Your Hair Cut."

A highly dramatic scene from Universal's Lois Weber feature, "The Marriage Clause," with Billie Dove and Francis X. Bushman.

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"THE FIGHTING MARINE"

"The Fighting Marine," starring Gene Tunney, is the first serial to be shown in a downtown theatre in Ottawa, Ontario, in years. It is being presented at the Capital Theatre, the manager of which is James T. Moxley.

"The Black Pirate" And "Treasure Bar"

When Manager Ernie Smithers of the Capitol Theatre, Kingston, Ontario, presented "Black Pirate," the agent for a candy company came to town to introduce a new confection called "The Treasure Bar." He dressed all the candy store and drug store windows in town and Manager Smithithers induced him to use a one-sheet cut-out for "Black Pirate" as a background for the window displays, the name of the theatre being mentioned.

Famous Pays Dividend

A notification has been published under the signature of N. L. Nathanson, as Managing Director of Famous Players Canadian Corporation, that this company will pay a dividend of $2.00 per share for the quarter ending November 1st, 1926. This on the First preference stock of the company, payable December 1st, 1926, to shareholders of record Saturday, the 30th day of October, 1926.

NEW YORK THEATRES

CAPITOL — "Bardelys the Magnificent," with John Gilbert and Eleanor Boardman; directed by King Vidor. Another Metro-Goldwyn- Mayer Class A hit.

RIVOLI — "So's Your Old Man," with W. C. Fields; directed by Gregory La Cava—Paramount. W. C. Fields great, and the fun waxes merrily.

HIPPODROME — "Take It From Me," with Reginald Denny; directed by William A. Seiter. Universal. Denny in another fast stepping comedy.

MARK STRAND — "Syncopating Sue," with Corinne Griffith; directed by Richard Wallace — First National. Excellent.

BROADWAY—"It Must Be Love," with Colleen Moore — First National. A laugh-getter and a money-getter.

ASTOR — "The Big Parade," with John Gilbert and Renee Adoree; directed by King Vidor — Metro-Goldwyn-Mayer's substantial hit.

CENTRAL — "The Scarlet Letter," with Lillian Gish — Metro-Goldwyn-Mayer. Lillian excellent. Class A for the box-office.

GEO. M. COHAN — "Sorrows of Satan," with Adolphe Menjou; directed by D. W. Griffith — Paramount. Menjou fans will enjoy seeing him as a regular gentleman devil — Big feature. Class A.

COLONY — "Vitaphone," also "The Better 'Ole," with Sydney Chaplin —Warner. Great comedy. Syd a riot. Class A.

SHERIDAN — "La Boheme," with Lillian Gish — Metro-Goldwyn-Mayer. John Gilbert as Rodolphe has excellent part. Lillian playing opposite as "Mimi"—very pleasing. "Diplomacy," with Blanche Sweet —First National. Blanch is just as "sweet" as ever, good stuff.

BROOKLYN STRAND — "The Prince of Tempters," with Lois Moran — First National. Excellent cast, played well. Class B.

ACADEMY OF MUSIC — "Paradise," with Milton Sills and Betty Bronson — First National. Excellent entertainment, plus Sills and Betty. Class B.

RIALTO — "Kid Boots," with Eddie Cantor — Paramount. Eddie Cantor registers as a screen comedian. Clara Bow has little to do, but does it well. Billie Dove "great big beautiful doll." Class B.

WARNERS — "Vitaphone," also "Don Juan," with John Barrymore —Warner. As usual, John gives the screen a magnificent interpretation—Class A.

CRITERION — "Beau Geste," with Ronald Colman. Noah Beery and Alice Joyce — Paramount. Drawing crowds. Excellent picture. Class A.

A passionate scene from Fox's version of "The Pelican," released as "The Marriage License," starring Alma Rubens.

CORNWALL TO HAVE A NEW THEATRE

The residence of Dr. A. A. Smith, 27 Second St. West, Cornwall, Ont., was sold to the Palace Amusement Co., Ltd., Mr. John Connolly acting for that company.

Mr. Markell, of the Palace Company, when interviewed, stated that there would be a large modern theatre built on the site, but particulars could not be definitely stated owing to the fact that the plans must be submitted to the Inspector's Department of the Government for approval.

W. M. Armstrong Opens Hudson Theatre

W. M. Armstrong recently opened a new theatre in Toronto, namely the Hudson Theatre, on Mount Pleasant Road. Seating capacity 450, policy split week of pictures.

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Stern Comedies Plan $1,500,000 Budget

Future Production, at New Studio, to Double Past Performances in Care and Cost.

The Stern Film Corporation, makers of Stern Brothers Comedies for Universal release, has decided upon a $1,500,000 production budget for the coming year, it was announced by Julius Stern, president of the corporation, upon his return from Europe. This figure is more than double the production costs during the past year and means an almost unprecedented increase in the care and cost of production for forthcoming Stern Brothers Comedies. The increase will go into better stories, better directors, scenarists, stars, players, technicians and studio equipment, including settings.

"The remarkable showing of our new product since the pre-release showings of the first 'Newlyweds and Their Baby' comedies and the new Buster Brown comedies this summer, convinced us that our new series have struck a popular chord. Since the early showings, the comedies have been presented in big first run houses all over the United States and have clicked everywhere to such an extent that Universal exchanges report a veritable demand for bookings, not only from former Stern Brothers customers, but from thousands of new accounts, including big first-run houses and all the large chain in the country.

"Following the completion of our current series, 'The Newlyweds and Their Baby,' the new Buster Brown comedies, 'The Excuse Maker' series, the 'Let George Do It' series and the 'What Happened to Jane' series, we will begin to follow up series of most if not all of these series. We also will put several new series into production. These will be even bigger than our present series, to be made from material purchased from big authors, details which will be forthcoming soon."

Canada Leads England Music Picture Presentations

Mr. Swayne, organist of the Capitol Theatre, Winnipeg, has returned to duty after an absence of four months in London, England. He states that England cannot teach Canada anything as yet in regard to supplying music as an accompaniment to the presentation of pictures.

CHARLES RAY

who emerges from "hick" roles to full dress and silk hat under the Metro-Goldwyn-Mayer management.

New Capitol, Hull Has Capacity 800

The new Capitol Theatre in Hull, Quebec, recently opened by Joseph Paquin, is a two-story fireproof building, the seating capacity being 800. The frontage is 35 feet and the depth of the building is 96 feet. The Capitol is situated on Main Street, opposite the Post Office. There are two other theatres in Hull, these being the Laurier and Eden Theatres, the proproietor of which is Donat Paquin, who is a relative of Joseph Paquin.

Bert Mason Injured

Bert Mason of Montreal, a well-known news cameraman in Eastern Canada, was dangerously injured on the night of October 28 when the automobile in which he was driving from Valois, Quebec, overturned, the machine being a total wreck. Mr. was caught under the car and he was released with difficutly. He suffered severe head injuries and a compound fracture of the right arm. Fourteen stitches were required to sew up his head and face wounds. He was returning to Montreal from a concert at Valois at which he had been singing. Mr. Mason was taken to the Royal Victoria Hospital in Montreal.

EINAR HANSON will again play opposite Corinne Griffith in "The Lady in Ermine." Mr. Hanson played the male lead in "Into Her Kingdom."

SPORTS

By LIONEL HARPER

Let us drop the curtain on the season's softball for 1926 and as our friend Billy Shakespeare would say, commence a new era in the realms of athletics.

The film boys received an invitation last week from "Chuck" Mason, manager of the Olympia Five Pin Alleys, to use the drives, ten in number, for an evening to promote a league among the various exchanges. A large number turned out to take advantage of Mr. Mason's kind offer, and rumor tells us that as bowlers the picture lads are pretty fair softballers. Knocking down the old four pin seems to have taken the film experts in its grip and a league is already in the making. The prize list is immense and tales of the alley doings should be flying soon.

The Famous Players junior hockey team, Industrial and City champions, winners of the Charlie Quarrie Cup and the Harold Wilson Trophy, have been busy the past few weeks and players are already lined up for the coming season. Manager Harold Ash has high hopes of again landing the title and of rising to heights attained by the great little team of last winter which had but nine goals scored against them all season. One hundred goals were chalked up against their opponents.

Harold Ash has Jimmy Travis in goal. Travis was with the St. Clairs, junior champions of the Inter-Church league and runners-up in the city championship race. Travis is a big boy and a likeable chap who should be a great favorite with the Famous fans. The defenses will be composed of Bunny Clancy, who played the position last winter, and Yours Truly will endeavor to hold down the other defense position. Jimmy Tallon, leading goal-scorer and the Babe Dye of local junior ranks, will go after another goal-scoring record. No greater exponent of dazzling stick-handling was seen in the junior league. John Heggie and Earl Turno will play the right wing. Heggie hails from St. Andrews College and was the all-round Track and Field Champion there two years ago. Turno comes well recommended from McCormick seniors. Bunny Gleason, rated the best junior hockey player in the city, will play right wing and centre ice. The Famous are well fortified all around and weaknesses are nowhere in evidence. It looks like another championship for the Famous.

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Charlotte Whitton Advises Dominion Censorship Board

Motion Pictures Doing Big Educational Work

That Canada has the most effective motion picture censorship of any nation represented in the League of Nations, and that the standards of censorship in Manitoba are higher than of any of the province of the Dominion, was the opinion expressed by Miss Charlotte Whitton, executive secretary of the Child Welfare Council of Canada when addressing a large gathering of women in Winnipeg held under the auspices of the Women's Canadian Club of Winnipeg.

Miss Whitton represents Canada on the League of Nations' committee which is dealing with the problem of traffic in women and children.

Canada occupies a high position in regard to her social and economic policy, Miss Whitton said, but in order to hold that proud position it was necessary to have increasing scientific methods in the direction of the social life; and the motion picture as shown in Canada was helping along such effort.

Miss Whitton strongly advocated a Dominion-wide uniform censorship of motion pictures, stating that many children under 14 in Canada had to earn their own living, and they received their higher education largely from the motion pictures, which provided spiritual and cultural education among other agencies.

Premier Bracken introduced the speaker and was evidently pleased with the way his policy in regard to censorship of pictures in Manitoba had been received by Miss Whitton.

PROJECTION

By GUY E. McALLAN

The projectionist is sometimes called upon for special projection such as the projection of slides or films of a scientific cast bfeore a special or selected gathering, such slides and films are very often colored in natural colors and it has been found that the electric arc or incandescent lamp does not give a true color rendering which is satisfactory from a scientific standpoint, the writer has found that the light given by acetylene is ideal for such uses as it gives the best color value or rendering that it is possible to obtain by artificial means, and as such gatherings are usually small they will allow the use of a small metalic screen with which very good results can be obtained, in using gas remember that the light is weak when compared to electricity and be sure your shutter is trimmed right down to the limit and by all means don't use more than two blades.

Youth Dies in Theatre

Two hours after he collapsed in the Francais Theatre, Ottawa, Ontario, Arthur Lapointe, aged 18 years, died from Cerebral Hemorrhage on October 29. About two weeks previously, the youth had been injured in an automobile accident and had complained of feeling unwell. He attended the theatre for the evening performance but had to be carried out. In spite of the efforts of two physicians, he passed away about 11 P.M. The manager of the Francais Theatre is Harry O'Regan.

"RED" GRANGE, who has made himself a place among the brightest box-office stars in F. B. O.'s "One Minute To Play," now at Pantages, Toronto.

Famous Has 101 Theatres in Canada

Financial Statement Issued By J. P. Bickell Shows Substantial Improvement

According to the seventh annual financial statement of Famous Players Canadian Corporation, Limited, Toronto, issed by J. P. Bickell, vice-president, the theatres owned, operated or affiliated with the corporation now number 101, all being in Canada.

The report, which is for the fiscal 12 months ended August 28 last, showed that the profits for the year were $800,581 before depreciation, interest and deferred charges were accounted for. This compared with $730,607 for the previous fiscal year. It is interesting to note that the corporation made an allowance of $265,408 for the year's depreciation, as compared with the previous corresponding allowance of $180,000. This large increase was due to the fact that the company brought the depreciation charge in line with the amount allowed by the Canadian Income Tax Department.

After deducting bond and mortgage interest and other deferred charges, the net profits for the past fiscal year were $399,639. The surplus brought forward was $281,005, as compared with $215,401 at the end of the preceding fiscal year. Therefore, the balance carried forward in surplus increased by $36,680 for the last year.

Mr. Bickell reported that the first quarter of the 1925-1926 year was most unfavorable from the standpoint of theatre operation, but practically every theatre operated by the corporation had shown substantial improvement in net earnings for the twelve months.

Captial assets in the form of theatre properties were shown as $5,038,503, while franchises, leaseholds and contracts were carried at $8,606,039. Investments in affiliated companies totalled $748,255. Advances to affiliated companies secured by mortgages amounted to $162,050; accounts receivable were $206,555; cash on hand, $381,177; insurance, prepaid taxes, etc., $118,321. Current liabilities were listed at $267,270. The Capital stock of the corporation is $12,700,900 and the first mortgage sinking fund bonds were $1,140,000. Total assets were $15,535,060.

"THE WHITE BLACK SHEEP" is Dick Barthelmess' next for First National.

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Famous Moving Picture Studio Established in British Columbia

$15,000,000 Corporation--Famous Becoming International Producing Company

A $15,000,000 corporation has been entered at the Parliament Buildings, Victoria, B. C., under the laws of the Province of British Columbia by Famous Players Canadian Corporation, Toronto and Vancouver, B. C., for the purpose of establishing a moving picture studio of extensive proportions in British Columbia.

With the incorporation of the company in British Columbia, announcement was made that Famous Players-Lasky Corporation had undertaken, through the incorporated organization, to establish producing facilities for the making of pictures in Canada to qualify under the much-discussed quota plans of Great Britain and various Dominions of the Empire, as well in foreign countries where a contingent plan has been or may be adopted.

It was stated at Victoria, the Provincial Capital of British Columbia, that Famous Players is now branching out into an International producing organization and that, besides the producing in Canada, arrangements were being outlined for production in England.

Some time ago the information was divulged at Ottawa, the Canadian Capital, through government channels, that a large U. S. film company was contemplating the erection of a large studio either at Ottawa, in Eastern Canada, or on the Pacific Coast to make pictures that would be acceptable under British and foreign quota requirements. On that occasion the question arose as to what constituted a "British picture." That question is now on the agenda of the Imperial Conference now in session at London, England, having been prepared by the Canadian Department of Trade and Commerce, along with other queries, for consideration by the Premiers of the Empire. The Canadian Government has sought a ruling that a British Empire-Made film is acceptable under the quota plan so that United States producers would be encouraged to establish studios in Canada.

Upper Floor Keith's Utilized by Club

The upper floor of the B. P. Keith's Theatre, Ottawa, Ontario, has become the popular headquarters of a badminton club of the Canadian Capital, the large hall having been placed at the disposal of the club by Manager J. M. Franklin. The handsome quarters were formerly used as a club dance hall. Shower baths and other facilities have been installed for the sport.

"TAKE IT FROM ME" IN FOOTBALL TIE-UP

Manager Ray Tubman of the Regent Theatre, Ottawa, Ontario, had an interesting tie-up with the big Ottawa-Hamilton game at Ottawa on October 30 in connection with the presentation of the feature "Take It From Me," starring Reginald Denny, with a special combination page in the Ottawa Journal, the title for which was: "Reginald Denny at the Regent Today Says: 'Take It From Me' the Ottawas will twist the Hamilton Tigers' Tail." Local merchants used display space on the page and in each advertisement there was the section of a face of an Ottawa football player. Readers guessing the names of the players thus shown were awarded tickets to the theatre and tickets to the next football game in Ottawa. 11 combination prizes being provided.

Manager Tubman also had a special children's matinee Saturday morning, October 30, at which he presented a free false face for Hallowe'en to each child patron, the admission being 15 cents.

Splend'd success has greeted the Conservatory of Music, dancing and dramatic art, established in Winnipeg by the Famous Players Corporation in its first month of operation, under the direction of Mr. and Mrs. H. M. Thomas (Miss Leila Auger). The attendance has been large and the success attained by the pupils has been remarkable.

F. B. O. has signed BELLE BENNETT to play the title role in "Mother," and Belle will fill the role perfectly. We still enjoy the memory of her splendid work in "Stella Dallas."

Motiograph De Luxe Projectors
(Standard Arc, Reflector Arc and Mazda Models)
Cont-El-Arc Motor Generators
(For all conditions of Amperage and Voltage)

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Sunlight
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"Courtesy With Service"

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and
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Brenkert Spot-Flood Lamps - National Projector Carbons - General Theatre Supplies
(Ask for a Copy of Our 1926 Catalog)

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Scenes and Stars in Current Successes

MONTE BLUE

who is appearing in the Warner-Lubitsch Merry Satire "So This Is Paris."

One of the big scenes for Louise Dresser in Warner's "Broken Hearts of Hollywood."

A scene from Metro-Goldwyn-Mayer's "The Scarlet Letter." Lillian Gish and Lars Hanson in a pastoral setting of rare beauty.

EDMUND LOWE

who is appearing with Madge Bellamy in the Fox Feature "Black Paradise."

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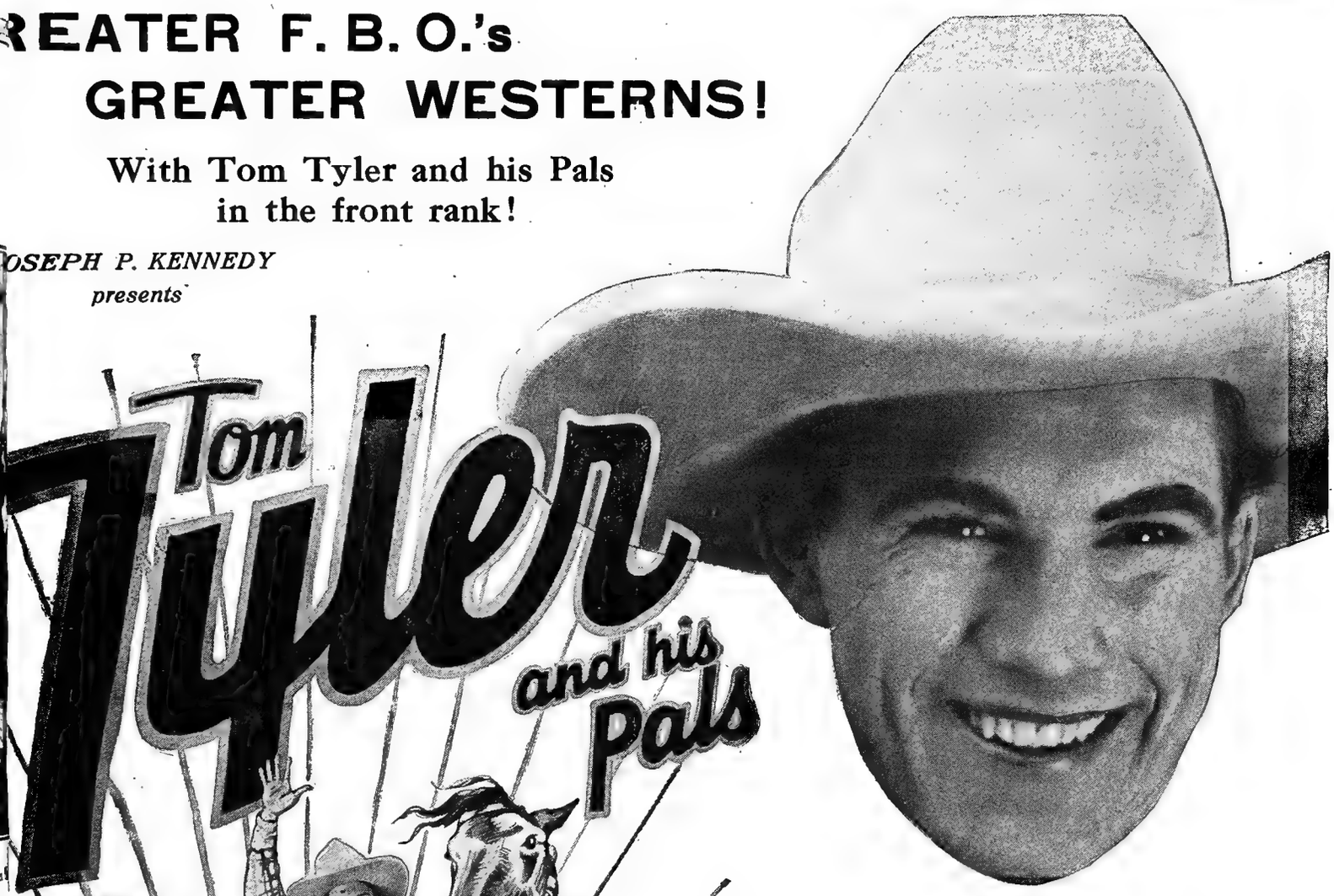
REATER F. B. O.'s GREATER WESTERNS!

With Tom Tyler and his Pals in the front rank!

OSEPH P. KENNEDY presents

Tom Tyler and his Pals



Brand new idea in Far Western Showmanship!

Not just a single star but a lovable kid, a captivating dog and a fleet-footed horse—Tom Tyler and his Pals!

Faster than ever in the first of their new series.

"OUT OF THE WEST"

Seven other big ones coming

Story by Frederick Arthur Mindlin

Directed by Robert DeLacey

Distributed by

FBO

Toronto - Montreal - St. John
Winnipeg - Calgary - Vancouver

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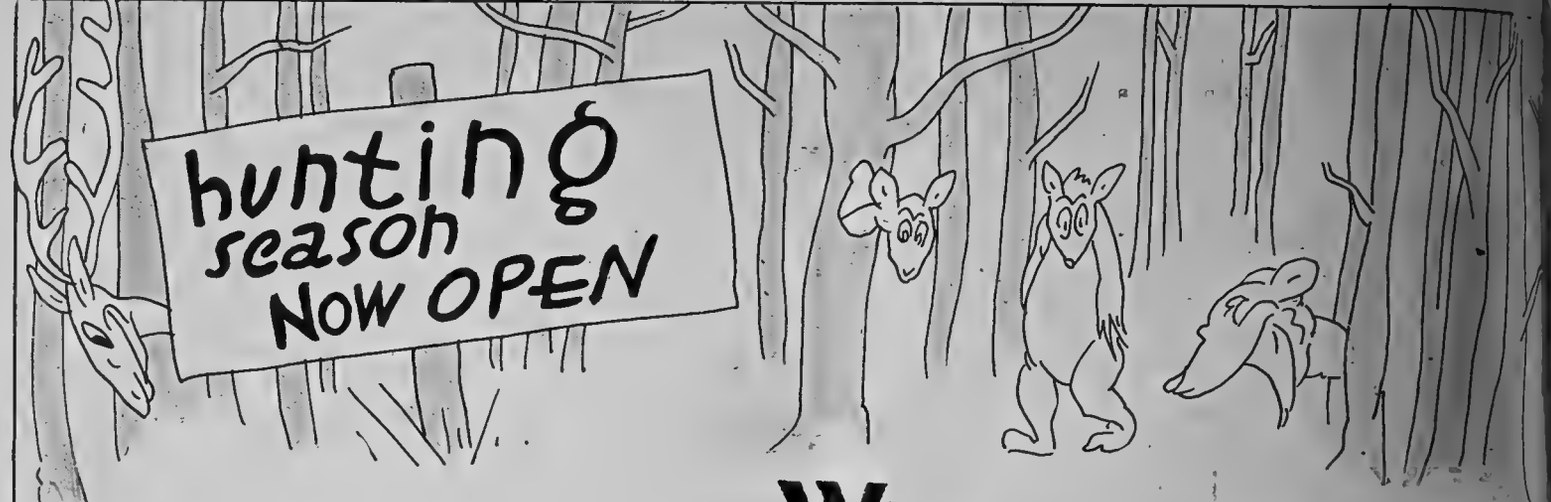

When you check up on the big catch will you find the bag full of rabbits or will you be up in front with the boys who have landed deer?

When your competitor passes on the way to the bank merrily whistling "PERFECT DAY" – will you sit back and wonder why you played in the cabbage patch when you might have made a killing in The First National Field?

Every week is the biggest week in the game with

First National's

sure-fire week after week hits!

First in Stars!
First in Stories!
First in Performance!

NOTHING can stop FIRST NATIONAL—because nothing can top the BANNER GROUP.

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CANADIAN MOVING PICTURE DIGEST

Vol. 18, No. 28. TORONTO 2, CANADA November 13th, 1926

. . . . and when the curtain rises on "VALENCIA" it will reveal the alluring Merry Widow in the biggest hit of her career . . . .

MAE MURRAY

VALENCIA

A Dmitri Buchowetzki Production with Lloyd Hughes, Roy D'Arcy. Story by Dmitri Buchowetzki and Alice D. G. Miller.

HIT!

METRO-GOLDWYN-MAYER

PUBLISHED BY

CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

259 SPADINA AVENUE, TORONTO 2

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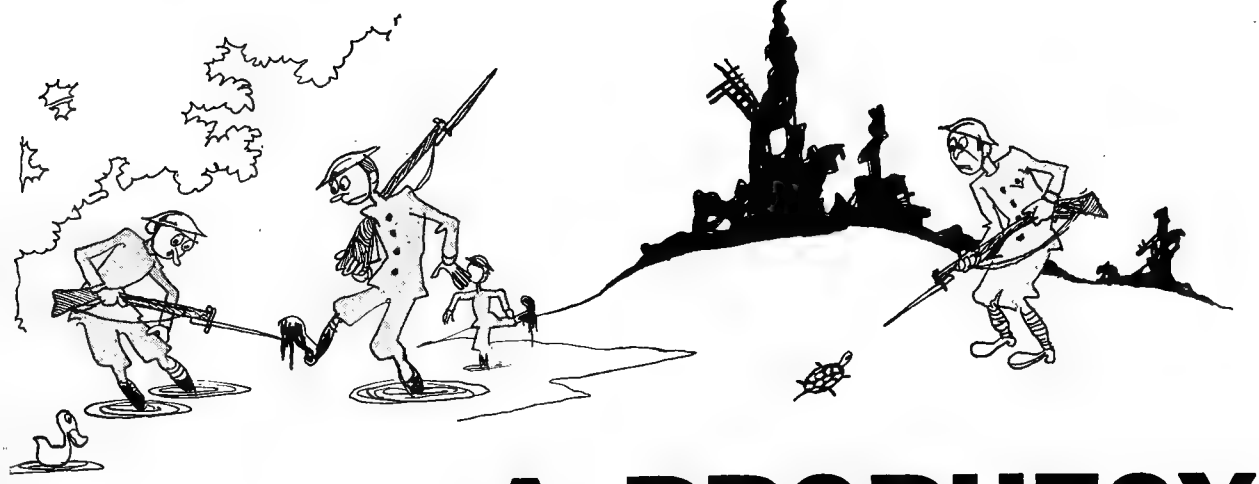

A PROPHECY

TIN HATS

JOT this down:
"TIN Hats" will be the
OUTSTANDING comedy hit of 1926-27.
MAKE way for it . . .
TELL the folks
YOU'VE got a big treat
COMING soon.
GOOD laughs make good friends.
"TIN Hats" is destined
TO win you friends and money.
M-G-M is delighted
TO have produced it.
YOU'LL be happy to show it.
NOTE this prophecy:
"TIN Hats" is on the way
TO fame and fortune . . .
WATCH!

Edward Sedgwick's Production with Conrad Nagel, Claire Windsor, George Cooper, Bert Roach, Tom O'Brien. Adapted by Lew Lipton and Donald Lee. From the story by Edward Sedgwick. Continuity by Albert Lewin. Directed by Edward Sedgwick.

ANOTHER PRIZE IN METRO-GOLDWYN-MAYER'S PARADE OF HITS!

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Canadian Moving Picture DIGEST

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RAY LEWIS
Editor and Managing Director
GEORGE C. WILLIAMS
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Ray Presents

HOW FAR DOES FRATERNAL FEELING EXTEND IN RELATIONSHIP TO COMPETITION; AND WHERE DOES BUSINESS STEP IN AND DRAW A VERY STRONG LINE AGAINST SENTIMENT?

The Theatre Building fever has certainly struck Toronto.

In addition to the Victoria Street Theatre with its Yonge Street entrance sandwiched between the Pantages and Loew's Theatres, which may prove a whale, or merely "Fish, she is very small," we have on Gerrard East, two new theatres going up.

On one sign, about five blocks away from the "Classic" under the management of Mr. Joe Cohen, Treasurer of the M. P. T. O. A., and one of the most zealous of its workers, we read "a theatre will be erected under the management of B. & F., and the Famous Players. Upon investigation we find that the B. & F. combination fits the names of Sam Bloom and Sam Fine, both very enthusiastic M. P. T. O. A. supporters.

* * *

Practically across the street from this site, within a radius of four blocks from the Classic, on Gerrard, next to the Library, on land which is city property, we find that rumour is crediting Ald. Summerville with the intention of erecting a 1,100 seat house thereon.

Ald. Summerville is also a member of the M. P. T. O. A., Ontario Division, and one of the owners of the Prince of Wales Theatre, Danforth Avenue, managed by Roy O'Connor.

* * *

THREE theatres on each other's doorstep. Someone has to lose out because the location cannot possibly support with a fair profit even two theatres.

(Continued on Page 6)

Hon. W. E. N. Sinclair

I HAD AN INTERVIEW with the Hon. W. E. N. Sinclair in which we discussed the Amusement Tax in its reaction upon the "Masses," who make up the largest percentage of moving picture patronage.

I found the Hon. W. E. N. Sinclair a ready and willing listener to a presentation of facts; and inspired with a desire to establish "the greatest good to the greatest number."

His attitude towards the Amusement Tax I will present to you in his own words.

"You have asked me my views in regard to the Amusement Tax reductions. May I say that by careful financing, which the Liberals will carry on if entrusted with office, I confidently expect the Liberal Government will be able to abolish the Amusement Tax on all motion picture shows. The proposed reduction provides only for tickets of 25c and under, and obviously this will not benefit all patrons of the picture houses where a man and his family are accustomed to go every week in the year. The Liberals believe that the man who attends these shows with his family, and who will still have to pay the tax, under Premier Ferguson's proposal, should have the benefit of this tax reduction by eliminating the Amusement Tax entirely on all picture show tickets. The finances of Ontario can be so handled that this can be made possible without injury to provincial revenue if economy in public expenditure is practised."

W E Sinclair

The Hon. W. E. N. Sinclair is the leader of the Liberal party and the honourable opponent of our esteemed Conservative Premier of Ontario, the Hon. G. W. Ferguson, with whose statement, in reference to the Amusement Tax, you are already familiar.

Ray Lewis

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ANNOUNCEMENT

BEAU GESTE

The Greatest Picture of the Year

with **RONALD COLEMAN**

Noah Beery	Ralph Forbes	Neil Hamilton	Alice Joyce
William Powell	Mary Brian	Norman Trevor	Victor McLaglan

A Herbert Brenon Production

A Paramount Picture

Based on Christopher Wren's widely read novel of the adventure of three English soldiers who were loyal and true to the end.

Beau Geste and 75 Other Box Office Attractions make up the present Paramount 15th Birthday Group

Tin Gods	The Quarterback	Aloma of South Seas
Padlocked	Kid Boots	Ace of Cads
Nell Gwyn	The Campus Flirt	Variety
Mantrap	Eagle of the Sea	And Many Others

Famous-Lasky F

TORONTO - MONTREAL - ST. JOHN

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EXTRAORDINARY !!

Road Show

Breaking Records

Now in its Fifth Sensational Week at the

Regent Theatre, Toronto

Where this Mighty Melodrama received its

Canadian Premiere on October 18th

and where it will continue indefinitely

TWO PERFORMANCES DAILY

Admission 50c to $1.50 tax extra

COMING

London	The Canadian	Sorrows of Satan
The Rough Riders	Casey at the Bat	We're in the Navy Now
Harold Lloyd	Old Ironsides	Greatest Show on Earth

ALL ARE PARAMOUNT PICTURES

---

n Service Limited

WINNIPEG - CALGARY - VANCOUVER

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Ray Presents

(Continued from Page 3)

An Irishman beholding the Niagara Falls for the first time exclaimed in admiration, "The works of God are most damnable!" The story is a bit aged, but it expresses my feelings when I heard about the Gerrard St. Theatre triangle.

* * *

J. J. SCHNITZER, Vice-President and General Manager of F.B.O. visited Toronto this week, where a sales conference was held, St. John and Montreal forces arriving for the occasion.

A Turkey dinner on Thanksgiving was provided, Mr. Schnitzer officiating as host, after which another treat was in order with a visit to the Maple Leaf Stadium where "Red" Grange, F. B. O.'s star of "One Minute to Play" cleaned up for his team; and made the California Wild-Cats look like kittens.

* * *

The F. B. O. theatre rumour persists, but neither Mr. Schnitzer or Mr. P. C. Taylor, the Canadian general manager, are very talkative on the subject.

I tried to do a Sherlock Holmes' stunt, but P. C., who likes "Kosher-Kitty-Kelly" so much that he is beginning to talk like it, says, "Theatres? Maybe yes and maybe no. You should worry; maybe." Which I think is good philosophy, but void of news value —Selah.

* * *

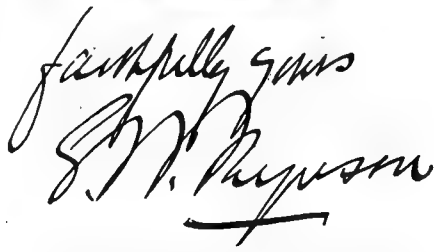
MOTION PICTURE THEATRE Owners Association of Canada, Ontario Division, will hold their annual convention for election of officers, at the King Edward Hotel, Pompeian Room, Tuesday, November 16. Exhibitors of Ontario are urged to attend.

No doubt you are already familiar with the results obtained by the Exhibitors of Ontario Rally which took place in Toronto, and which secured from Premier Ferguson his promise in connection with the Amusement Tax.

* * *

Organization clarifies your needs and gives you the necessary strength to secure action.

Don't wait until you get into trouble to realize that you need the help of an organization. Organize to keep yourself out of trouble; that is the kind of brain which belongs to a live-wire showman.



GEORGE HOWARD FERGUSON

Hon. George Howard Ferguson, B.A., L.L.B., (Grenville). Son of Charles Frederick Ferguson, Scotch, and Elizabeth Wallace Belle, his wife, Irish. Born on June 18, 1870, at Kemptville, Ont. Educated at Kemptville High School, Toronto University and Osgoode Hall Law School. Called to the Bar, 1894. Married April 15th, 1896, to Ella Cumming, daughter of Alexander Cumming of Buckingham, Que. Was a councillor for three years, and reeve for three years of the village of Kemptville. His father, Charles F. Ferguson, M.D., represented North Leeds and Grenville in the House of Commons from 1873 to 1896, when he retired. First elected to Legislature at General Election, 1905. Re-elected, 1908, 1911 and 1914. Was a member of the Executive Council in the Hearst Administration as Minister of Lands, Forests and Mines, December 22nd, 1914, until resignation of the Cabinet in 1919. Elected leader of the Conservative Party in the Legislature at a party convention, December 2nd, 1920. Upon the defeat of the Drury Administration at the polls at the General Election of 1923, was called upon by his Honour, the Lieut. Governor to form a Cabinet, which he succeeded in doing, being sworn in as President of the Council and Minister of Education, July 16th, 1923. Re-elected at General Election, 1919 and 1923, and after assuming office as Premier. Church of England. A Liberal-Conservative, Kemptville and Toronto.

$7,000 a week is the reported salary of Gene Tunney, for personal appearances. A contract was signed between Marcus Loew and Tunney, work beginning Nov. 29 at State Theatre, New York.

M. P. T. O. A. Sessions

MORNING SESSION, 10 *a.m.*

LUNCHEON, 12.30.

AFTERNOON SESSION, — 2 *p.m.*

SUPPER AND ENTERTAINMENT, 11 *p.m.*

No charge for luncheon, dinner charge — gentlemen $3.00, *ladies* $2.00. *The M. P. T. O. A. committee urge you to be sure and bring the ladies.*

* * *

"EVERY MOTHER'S SON," the latest British release, which Ned Miller, of Pantages, advertised so extensively, and towards which Regal Films, who is its distributor, has spent all kinds of publicity ammunition in putting over, proves the surprise picture to the most astute of our showmen here in Toronto.

* * *

"Every Mother's Son" packed the Pantages on its opening day, hanging them upon the chandeliers on Thanksgiving Day, breaking all records since the house opened in 1920; *and is still going strong.*

* * *

I *ASKED Ned Miller what there was about the picture which was such a draw? From a production standpoint, "Nell Gwyn" has it beaten by far, but there you are, the public "is a contrary critter."*

Ned explains that the story is carried through the picture so coherently that it is a refreshing change from some of the British productions; besides there is a real live idea presented.

* * *

There is a modesty in this declaration. No picture made in the U. S., including the biggest of them, has had more "push" behind its exploitation than this latest English release in Canada, both through the personal efforts of Ned Miller, who is strong for English programmes and the Regal Films.

The Digest regrets to announce the death of RALPH RUFFNER, for many years manager of the Capitol Theatre Vancouver.

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$50

for one exhibitor

$25

for another exhibitor

WHO WRITE THE BEST LETTERS ON

"WHY I BOUGHT THE BANNER GROUP"

All you have to do is write a letter of not less than 100 words or more than 300 words telling your reasons for buying FIRST NATIONAL'S BANNER GROUP

The contest is open to any exhibitor who, on or before December 10th, has contracted for "The Banner Group" or part of it, where only part was available. Franchise holders are eligible.

Contest opens on November 1st and replies must be in receipt of the judges not later than December 15th.

Typed copies are preferable.

All letters become the property of First National Pictures, Inc., to be used for publication or other purposes as the company may desire. The following persons will act as judges and their decision will be final:

RAY LEWIS
Editor, Canadian Moving Picture Digest
MR. ROY O'CONNOR
Prince of Wales Theatre, Toronto
C. J. APPEL
Director of Publicity, First National Pictures

Address all replies to Banner Group Contest Editor, First National Pictures, Inc.
277 Victoria St., Toronto, Canada.

This Industry is agreed that First National is the biggest money making and most consistent program on the market — Now tell us why you bought the Banner Group and we'll give $50.00 for the best letter and $25.00 for the next choice of the judges.

FIRST NATIONAL PICTURES

FIRST NATIONAL *FIRST*

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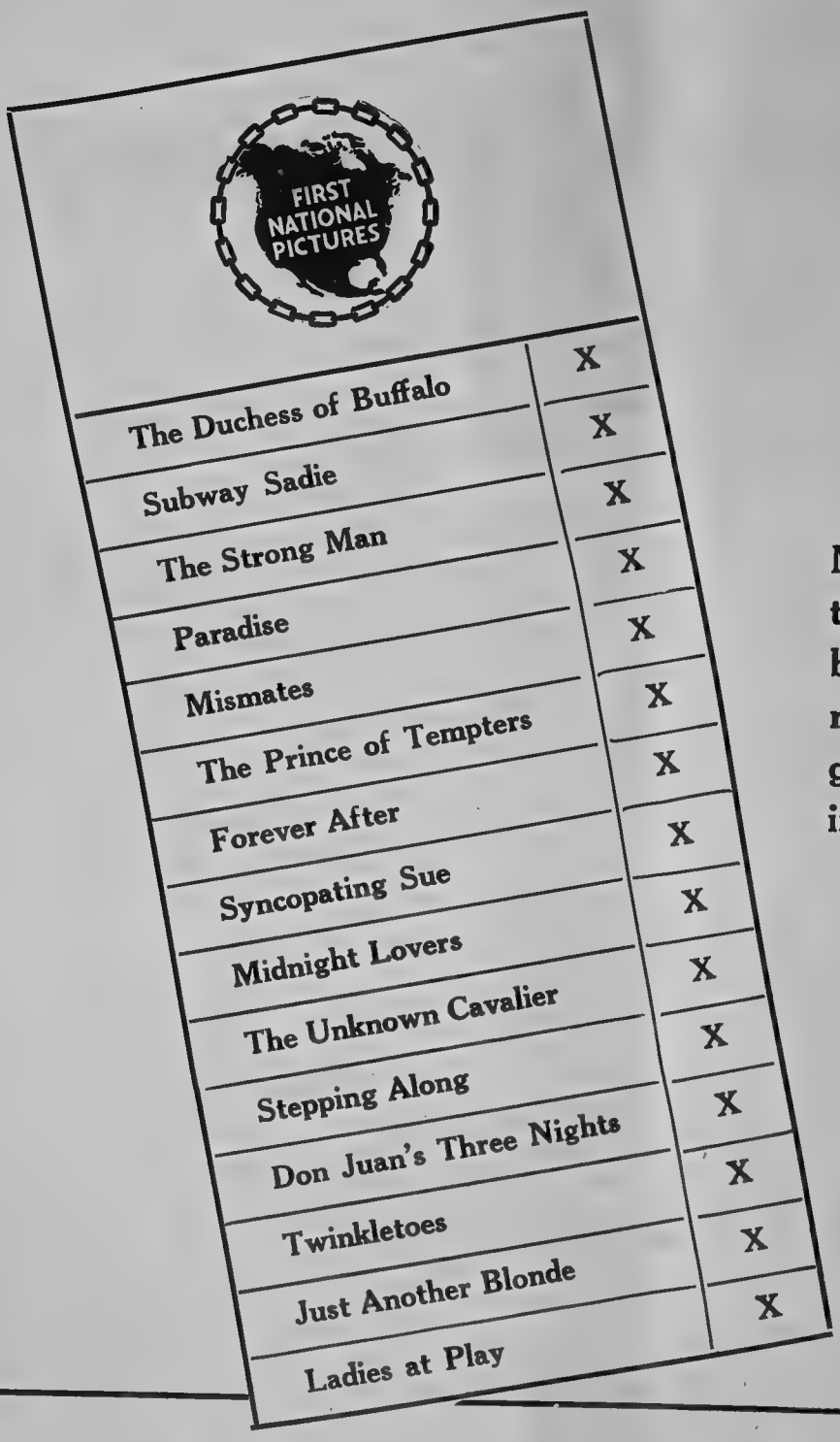
No Matter How Ontario Goes Canada Stays First National



Mr. and Mrs. Public make their choice known at the box-office poll with the result that First National goes in with an overwhelming majority in every district in the land.

By Exhibitor Vote - By Public Vote

FIRST NATIONAL FIRST

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Toronto Theatres

REGENT — "Beau Geste," with Ronald Colman, Noah Beery — Paramount. Class A. Still the 'talk of the town,' and going strong.

LOEW'S — "The Gay Deceiver," with Lew Cody, Carmel Myers and Roy D'Arcy — Metro-Goldwyn-Mayer. Class B. With Lew Cody as the central figure in a love triangle which ends happily in a duet.

PANTAGES — "Every Mother's Son," All Star Cast—Regal. Class B. All English atmosphere, real love story.

TIVOLI — "Syncopating Sue," with Corinne Griffith — First National. Class B. Gives Corinne another big vehicle to be merry and sad and lovely, with Tom Moore as the virile lover. Great for Corinne fans.

UPTOWN — "The Four Horsemen" with Rudolph Valentino — Metro-Goldwyn-Mayer. To big business and as big a hit as it was at its first appearance. Valentino and Alice Terry great.

Neighborhood Theatres

BEACH — "Nell Gwyn," with Dorothy Gish—Paramount. Class A. Dorothy an ideal Nell. The upper and the lower class of merry England in the time of Charles II. "Paradise," with Milton Sills — First National. England and the South Seas. Betty Bronson as the heroine.

PARKDALE — "The Black Pirate," with Douglas Fairbanks — United Artists. Class A. A real success. "The Quarterback," with Richard Dix — Paramount. Class B, plus. Dix makes things hum and the picture hits the "bull's eye."

OAKWOOD — "The Black Pirate," with Douglas Fairbanks — United Artists. "It Must Be Love," with Colleen Moore — First National. Class B. Colleen a sure delight, while the picture is good for what ails you.

COLLEGE — "Mantrap," with Clara Bow — Paramount. Class B. Clara Bow "it" all the way and makes the box-office talk, plus the fine work of Ernest Torrence. "The Duchess of Buffalo," with Constance Talmadge — First National. Class B. Connie at her best. Surefire entertainment.

YORK — "Battling Butler," with Buster Keaton — Metro-Goldwyn-Mayer. Class A. Buster there all the time and taking his audience with him. "The Waltz Dream," All Star Cast — U.F.A.. Class B. Continental, unusual and good for patrons who are satiated with the usual.

CLAIRE WINDSOR
one of Metro-Goldwyn-Mayer's most popular stars appearing in "The White Desert."

Valentino's Death Did Not Affect Market

The United Artists' shares which sold on the New York curb at $100.00 before the passing away of Valentino were not affected after his demise.

Colonial, Port Arthur Builds a New Stage

Robert Hamer was the contractor for the building of a new stage for the Colonial Theatre, Port Arthur. This now permits a presentation as offered in all the important Canadian theatres.

The first attraction was the "Colonians," a musical organization under the direction of Ralph Colosimo. Other vaudeville numbers were introduced.

Gaiety Manchester, Eng. Goes Into Show Business

Newlyweds Seeing "Son of the Sheik" Get Arabian Rug

Manager L. Blattner of the Gaiety Theatre, Manchester, England, in conjunction with the Manchester Evening Chronicle, gave away an Arabian rug to every couple married during the week Rudolph Valentino's latest picture, "The Son of the Sheik," played at the Gaiety. Two free seats for the newlyweds to "The Son of the Sheik" were given with the rug.

The catch in the exploitation stunt was the paragraph printed in the Manchester Chronicle which stated "The only condition which is attached to this unique offer is that the couple will be required to view "The Son of the Sheik" either on the night before the wedding or on the eve of their wedding day." A tie-up on the rugs was arranged with Messrs. Ball and Lawrence, merchants of Manchester.

The Manchester Chronicle gave printed coupons daily and followed up the gag with interviews of newlyweds who attended "The Son of the Sheik." Manager Blattner got human interest news into the papers and directed attention to his showing by the tie-up between the romance which is the central theme of "The Son of the Sheik" and the actual romance of the Evening Chronicle readers, both romances terminating happily in the Gaiety Theatre.

Harry Davis' Pittsburg Chain Sold to Stanley

Harry Davis, one of the most energetic M. P. T. O. A. enthusiastics, and old in the game of being a "wise showman," has sold his Pittsburgh Theatre chain to the Stanley Corp. of America.

The deal gives the Stanley control of Million Dollar Grand, the Davis Theatre, the Alvine Theatre, the Pitt, the Olympic and the Ritz and may include a few others.

GUS SUN BOOKING EXCHANGE
GOOD SERVICE GS TORONTO

Entertainment
For All Occasions

Elgin 1818
Suite 1-2 Tivoli Theatre Bldg.
SOL. BERNS Manager.

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The Year's Big

Playing this Week to Tremendous Business at Pantages T Theatre, Vancouver, and will also Play most of th

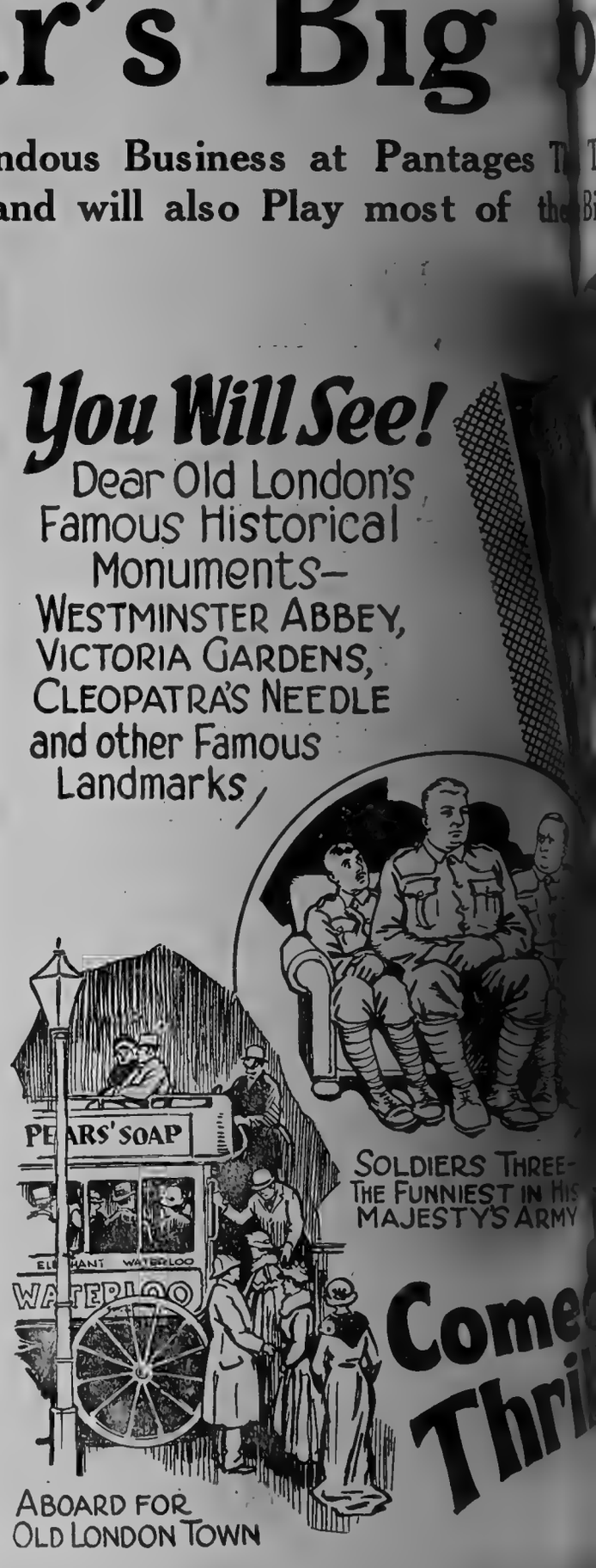
Here's what the Manager of Canada's Largest and Finest Theatre has to say about "Every Mother's Son"

I consider "Every Mother's Son" the best English picture that we have ever played. Nothing but words of praise are heard on every side as the patrons leave the theatre and the business has been capacity throughout the week. On Thanksgiving Day, we broke all records for attendance, playing to the largest gross since the Pantages Theatre was opened in 1920. This picture should be the biggest clean-up for exhibitors that they have had in many months.

NED K. MILLER
Mgr. Pantages Theatre, Toronto.

Regal Films Ltd.

Sole Distributors for Canada



Go gle

ox Office Smash

Toronto; Metropolitan Theatre, Winnipeg, and Capital ig First Run Houses in all Parts of the Dominion

A Romance of English Life, hat will grip your heart,

It may cost you a little more to run "Every Mother's Son," but it will bring the crowds to your Theatre.

Business-Pulling Advertising Accessories.

An Elaborate Campaign.

Book prepared especially for Canadian Exhibitors.

Our Exchanges at Toronto, Montreal, St. John, Winnipeg, Calgary and Vancouver are all prepared to give real co-operation in "putting over" the picture.

Regal Films Ltd.

Sole Distributors for Canada

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SOCIETY NOTES

By Madame Pompadour

Mr. Sam Weiner, owner of the Regent, Winnipeg, has gone to Edmonton on a few weeks visit.

Harry Bercovitch, owner of the Rex Theatre, Regina, Sask., was in Winnipeg, the week of Nov. 8 buying a number of feature pictures.

"Chic" Bell, formerly manager of First National branch exchange in Winnipeg, recently appointed to western district manager, with headquarters in Calgary, Alta., was in Winnipeg this week on the way to visit the head office in Toronto.

Joe Derry, owner of the Palace theatre, Kenora, Ont., and H. J. Baldwin, owner of the Lyceum, Souris, Man., were in Winnipeg this week purchasing their holiday season programme of pictures at the local exchanges.

H. S. Manus of American Cinema Association, who is on a general field service tour of the east and middle west for ACA, included the Ohio M. P. T. O. meeting in his itinerary for this week. Mr. Manus's reports indicate ACA's first four pictures are having splendid reception from exhibitors in the territory he has visited.

J. F. Leszyznski, auditor of American Cinema Association, has returned from Florida and has established permanent headquarters in the New York offices of ACA at 1650 Broadway.

Abraham Lehr, General Manager for Samuel Goldwyn, sailed for London on the S. S. Homeric last Saturday, November 6th, to direct the staging of the London, Paris and Berlin premieres of "The Winning of Barbara Worth," the Henry King production based on Harold Bell Wright's best selling novel, in which Ronald Colman and Vilma Banky are co-featured.

The Goldwyn film is now in the third week of its world premiere presentation at the Forum Theatre, Los Angeles.

Al. Ritchey, manager of Famous Lasky in Winnipeg, has returned from West Baden, Indiana, all swelled up over the many notables in the film business he had the pleasure of meeting at the yearly convention. Several of the stars of the corporation as well as the heads of the business in United States and Canada were guests.

Weekly Staff Dinners Introduced by Walter Davis

With the co-operation of H. M. Thomas, Walter Davis, manager of the Metropolitan Theatre, Winnipeg, has been holding weekly dinners of the staffs of the two Famous Players' theatres in Winnipeg, starting from 5.30 p.m. and lasting until 7 o'clock. After dinner the members present are addressed by Mr. Davis on efficency and co-operation, in which he suggests ways and means by which every individual employee in these theatres may assist in making the house more charming and attractive to patrons of the motion pictures. Even the scrub women and the janitors were guests at these gatherings and the effectiveness of their work impressed on them, if loyally carried out.

"EVERY MOTHER'S SON" A WINNER IN WINNIPEG

Winnipeg did wonders with the presentation of "Every Mother's Son" shown Armistice Week at the Metropolitan Theatre. Walter Davis, the manager, set about his task one month ahead of presentation. Every known organization that might be interested in this British film was brought in touch with its merits; careful cutting was done to eliminate the "dragging" parts, and appropriate lobby settings attracted the attention of the thousands of patrons of the theatre many weeks in advance of the showing.

The result was that on the night of the opening, standing room was at a premium and this continued over the Thanksgiving holiday and on throughout the week.

FAMOUS PLAYERS ANNUAL MEETING DISCLOSES GAINS

The annual meeting of Famous Players Canadian Corporation shareholders took place on November 3rd, and the retiring Board of Directors were re-elected without change.

The company's business in the eight weeks which have elapsed since the close of the fiscal year is well ahead of the business recorded during the same period of 1925. Mr. J. P. Bickell, Vice-President, stated that he looked for the best first quarter business in the history of the company.

A number of new theatres had been acquired without any large cash outlay. The group of theatres in Windsor were cited as being operated at a profit, as were those being operated as subsidiaries.

Other meetings held included Eastern Theatre, Limited, and the Kitchener, Hamilton, Brantford, Oshawa, and other subsidiary companies in this group.

Watt Parker Resigns From Warner Bros.

Barren Lewis will succeed Watt L. Parker as manager of Advertising and Publicity Dept. for Warner Bros. Mr. Parker intends to spend several months on the Pacific Coast. He was associated with Warner Bros. for four years.

Frances Nordstrom and Mrs. Lewis Stone are spending a few days at Lake Arrowhead.

Fascinating Margaret Livingston who is appearing in "The Blue Eagle" for Fox.

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Exhibitors Show Interest Banner Group Contest

First National's offer of $75.00 in prizes for the best letters written by exhibitors on "Why I Bought The Banner Group" has awakened a keen interest throughout the Dominion. The contest opened on November 1st and the judges are already in receipt of a number of replies. The terms of the contest make it open to any exhibitor who, on or before December 10th, has contracted for First National's Banner Group. All replies are to be mailed to the Banner Group Contest Editor, First National Pictures, Inc., 277 Victoria Street, Toronto, and answers must be received not later than December 15th.

The first prize is $50.00 in gold, and the winner of the next best letter will receive $25.00 in gold. All that is necessary is to write your reasons for buying the group. Perhaps some little local condition told in plain words will earn for the writer a gift of $50.00. Ray Lewis, Editor of the "Digest," Roy O'Connor, Manager, Prince of Wales Theatre, Toronto, and C. J. Appel, Director of Publicity of First National Pictures, will act as judges.

Griffin Theatre Remodelled Into Tea Room

The Griffin Theatre, Guelph, Ont., is being remodelled into a banquet hall and tea room, and its proprietor, Walter E. Buckinghom is desirous of securing a responsible tenant. The former theatre will be called Merritt Inn.

Bert Lytell Educated Upper Canada College

Bert Lytell was educated in Upper Canada College, being the son of Billy Lytell, Manager of a Stock Company which played at the old Princess Theatre in Winnipeg in the early '80's. His mother was Blanche Mortimer Lytell, a member of the stock company.

Many Winnipeggers went to school with Bert Lytell and when this screen favorite played a vaudeville engagement at the Orpheum Theatre, Winnipeg recently, they extended the glad hand of welcome to Bert.

Universal Buy Octavus Roy Cohen's Stories

The famous negro stories written by Octavus Roy Cohen will soon be brought to the screen. Universal have acquired the rights, and all negro players will be used.

"One Minute To Play" Gets Football Tie-Up

When the Ottawa-Montreal football game was played in Ottawa on November 6, Manager J. T. Moxley of the Imperial Theatre, Ottawa, took advantage of the occasion to exploit "One Minute to Play," the Red Grange feature, which was scheduled for the week of November 13 at the theatre. A huge sign was placed on a club house opposite the grand stand bearing the name of the picture, the star and the theatre. Several automobiles were also parked in the grounds at strategic points, these having cloth banners announcing the feature.

"Across the Pacific"

Ken Leach, manager and owner of the Strand Theatre, Calgary, Alta, broke the house record the week of Nov. 1 playing "Across the Pacific." A Warner feature.

"LET IT RAIN" SAYS GEORGE ROTSKY

George Rotsky, one of our real, live Canadian showmen, recently introduced a theatre front that stopped every passerby, and proved a show on its own.

The occasion was the presentation of the U.F.A. Metro-Goldwyn-Mayer Viennese feature, 'The Waltz Dream.'

A life-size painted board disclosed a boy and girl, evidently lovers, in a passionate embrace, lips caressing lips. Over the heads of the lovers was an umbrella with real, wet rain trickling down it, and underneath was written, "We are in love, let it rain."

TEN DOLLAR PRIZE FOR THEATRE NAME

The Red Deer Advocate, Alberta, is advertising a ten dollar prize for a suitable theatre name to be given by the management of a new theatre going up in Red Deer.

New Theatre Built Westminster, British Columbia

A new motion picture theatre, costing $85,000, is being built at New Westminster, B.C., by E. J. Timms, of Langley Prairies, B.C. The building will be three stories in height, 50 by 132 feet in size, reinforced concrete and brick, with tile interior trimmings.

D. Marshall's Theatre Opens North Battleford, Sask.

D. Marshall has opened his new theatre in North Battleford, Sask., which he erected this summer at a cost of $50,000. It seats 800 persons and has a stage and every modern convenience.

"The Betrayal of Christ" Furnishes Impressive Scene

FILMING was completed at the DeMille Studio today of a scene representing one of the most dramatic moments in the New Testament — the Betrayal of The Chirst by Judas for thirty pieces of silver.

Re-created for Cecil B. DeMille's pictorial story of Jesus, "The King of Kings," this incident was re-enacted with care worthy of its importance. The setting was the spacious hall of Caiaphas, one wall taken up with the world's first library in its innumerable rolls of the Torah, while the decorations carried the emblems of Caiaphas' priestly office as the ruler of the Temple.

Research has disclosed that at the time of Jesus thirty pieces of silver was the accepted price of a slave, and Caiaphas added insult to his persecution of the Nazarene by valuing Him so lightly. Hence, there was no bartering at consummation of Judas' treachery, but the High Priest offered the Betrayer this fixed price for his asistance in the arrest of Jesus.

The priest, on the other hand, was fulfilling a technical stipulation in paying for the delivery to justice of a criminal. The burden of responsibility could not be placed on Caiaphas, but belonged on the betrayer. It is for this reason that the High Priest later refused to receive back the thirty pieces of silver from Judas.

This scene, which nears the climax of Jeanie Macpherson's scenario for "The King of Kings," found father and son playing opposite one another. Rudolph Schildkraut, veteran character actor, is enacting the role of the High Priest Caiaphas in this production, while his son Joseph has been cast in an equally important role as Judas Iscariot. Cecil DeMille, who is directing personally "The King of Kings," believes that the scene is one of the most impressive he ever has directed. Others featured in this biblical production are H. B. Warner, Ernest Torrence, Jacqueline Logan, Joseph Striker and Victor Varconi.

Position Wanted

Licensed Operator would like position in Picture Show in Toronto or Chauffeur Mechanic. Best references for particulars. Apply BOX 74, ELK LAKE, ONTARIO.

Theatre for Sale

For Sale or Lease — BIJOU THEATRE, COBALT — at a Bargain. Apply to same.

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Producers Setting High Standard States W. Hays

System of Private Censorship of Possible Material Introduced

On the occasion of his recent official visit to Montreal, Quebec, Will T. Hays, of New York, president of the Motion Picture Producers and Distributors Association, presented his views regarding censorship—a rather warm subject in Montreal where the Quebec Board of Moving Picture Censors has been cutting quite a few celluloid capers.

"My aim is to produce motion pictures which will not require censorship," declared Mr. Hays. "Ninety million men, women and children of the United States are dependent upon motion pictures each week for amusement and we realize that our responsibility is great.

"The members of our association some two years ago devised a plan which they believe will result in the kind of pictures which, in time, will do away with any necessity for censorship. All the producers in our association select their stories according to the following formula: When any member is offered the screen rights to a book or play of a possibly questionable nature, its representative immediately advises the offices of our association. If the judgment of the member company that the picturization of the story or play is inadvisable is confirmed, a notice is sent to all the other member companies, giving the name of the objectionable book or play. Thus they have the opportunity of avoiding the picturization of the story.

"During the past year more than 100 plays, many of them outstanding stage successes, were kept from the screen by this system. The motion picture speaks a universal language. After all, the motion picture is the greatest educational force in the world today. It is the producers, and not the censors, who are setting the high standard which prevails."

Harold Lloyd's Father Visitor in Winnipeg

J. Darble Lloyd, father of Harold Lloyd, noted film star, spent a week in Winnipeg recently. He is vice-president and treasurer of the Harold Lloyd corporation. Mr. Lloyd was returning from the eastern states to Los Angeles and renewed in Winnipeg some former friendships. He claims to have started Harold in the film business in a picturization of "Tess of the D'Urbervilles" when he was 14 years of age. Father and son worked together in the early one-reelers.

The HON. W. E. N. SINCLAIR
Leader of the Liberal Party whose policy includes the Abolition of the Amusement Tax.

OFFICIAL MOVIES RECOGNIZED AS TRADE FACTOR

The Canadian Government went into Motion Pictures in 1917 with the establishment of a Motion Picture branch of the Trade and Commerce Department. Since then it has distributed its films, in foreign territory and throughout Great Britain in particular, serving as a stimulant to Trade and Commerce and proving a great factor in attracting immigrants.

"The tremendous value of the film as a medium of national propaganda is being realized by other nations of the world, which are following Canada's example," so writes the Yarmouth Herald of Nova Scotia. "At the present time sixteen nations, headed by Great Britain, are trying to break the dominion of the film-world held by the United States, and the matter is of such importance as to merit discussion at the Imperial Conference in London. Perhaps Imperial action will be taken on the lead set by Canada nearly a decade ago, namely make some pictures."

George Law Reports Business Has Improved

George Law, western representative of Universal, who has been devoting more attention to the various theatres in the three western provinces the past six months through personal visitation, reports business 50 per cent better this season in the west over last year.

BRITAIN HOLDS LEAD IN CAMERA TRADE

Although England is fighting for a place in the "Sun of the Motion Picture Industry," it looks as if she has the camera end of the game very much under her control, Hollywood sending to England whenever a new and delicate type of machine is required.

Britain holds first place, states the London Daily-Mail, in the manufacture of studio cameras and cinematograph lenses. A recent U. S. order was the sending from England of an enormous reflex camera which could take poster-size still photographs of scenes without interfering with the work of the camera while in the action of taking scenes.

The camera was made under special order for a Los Angeles studio and took three months work, all hand labor to complete. It was the first camera of its kind to be shipped to the United States.

An English firm has also produced a projecting machine which gives such a clear bright picture that it is reported as away ahead of all other projecting machines, and is being introduced in motion picture theatres all over the world.

EASTERN THEATRES SHOW INCREASE

The Toronto Financial Post published the following schedule of Eastern Theatres' profits showing a steady increase since 1924.

Eastern Theatres' earnings for the year to August 27 were $155,140, as against $122,159 in the previous year.

Working capital position shows some improvement.

Comparative tables follow:

Profit and Loss

	1926	1925	1924
Net earn.	$155,410	$122,159	$149,327
Depreciation	60,118	60,118	.....
Taxes	8,396	6,304	.....
Net profits	$ 86,896	$ 55,737	$ 89,245
Adjustment	x13,975	3,523	11,171
	$ 72,921	$ 59,260	$100,416
Pref. divs.	$ 52,500	$ 35,000	$ 52,500
Def. charges	3,315	.....	.....
Balance	$ 17,106	$ 24,260	$ 47,916
Prev. bal.	153,521	129,260	81,343
	$170,627	$153,250	$129,259

x—Adjustment of taxes and reserves made for prior years.

Working Capital

	1926	1925	1924
Current assets	$ 78,066	$ 21,042	$ 10,782
Current liab.	12,007	19,576	37,055
Net work cap.	$ 66,059	$ 1,466	x$26,273

x—Decrease.

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Capitol Winnipeg Closes Biggest Year in History of Its Career

N. L. Nathanson Commends Work of H. M. Thomas

The Capitol Theatre in Winnipeg, ably directed by H. M. Thomas, is finishing the greatest year in its history under the remarkably able direction of H. M. Thomas, who came from Montreal two years and a half ago to see what could be done with this house, admittedly one of the hardest problems the Famous Players Canadian Corporation had in their extensive chain in the West at that time.

Personal attention to every detail won success. The Capitolians, the large orchestra maintained in the theatre, was materially strengthened and under Earl Hill's leadership has become one of the most notable in the northwest, including the United States. The introduction of outside artists from New York and other eastern cities greatly helped and the picking of local singers and dancers of good promise to appear, pleased the people and the patrons to such an extent that business steadily advanced until now it is among the largest patronized houses in Canada.

The picture features were not neglected and the choosing of those only suited to the peculiar taste of this city, were selected and carefully cut to avoid any offence.

The last three productions were "Kid Boots," "The Black Pirate" and "The Quarterback." All drawing large audiences. Fairbanks' beautifully colored and fanciful story packing the house nightly. Richard Dix is to be seen in his best feature in the latter production and it did tremendous business over the week end, including the Thanksgiving holiday.

N. L. Nathanson is particularly gratified at the splendid success of Mr. Thomas' effort, for that gentleman has also a general supervision over all the houses of the corporation west of the great lakes, no small job in itself.

The school of singing, dancing and dramatic art, established by Mr. H. M. Thomas, in Winnipeg, directed by Leila Auger (Mrs. Thomas), a well known Toronto lady, is also winning success, in its number of students and in the talent which is being discovered.

Eagle and Lyric Theatres Benefit by Amalgamation

The Swift Current Amusement Co., operating the Eagle and Lyric Theatres of Swift Current, Sask., announce that its service to the public has been largely improved through the amalgamation of interests. The managers were N. C. Healy and F. J. Lundbohn.

Ackers New Theatre Draws Good Business

Acker's new theatre, recently opened near the corner of Duke and Bannington Sts., Halifax, continues to play to crowded houses. Pictures and vaudeville are the offerings; a three piece orchestra and popular prices are the added attractions.

Motion Picture Service

FEW PEOPLE out of the Industry realize how much work the Motion Picture Industry does for the public. This week in Toronto, for instance, every one of the 98 theatres is running "Poppy Day" slides, to help the collection on Armistice Day. Only a week or two ago, 250 Ontario theatres ran a short film during "Dental Week" to teach the young people to take care of their teeth. This film was prepared by the Ontario Government, distributed by the Exchanges without charge and run by the theatres with abundant goodwill. These are samples of our "Good Works."

The distributing companies are also active in donating films to institutions which are occupied by disabled soldiers and other persons who are physically incapacitated through accident or illness. This is being done in the case of institutions in Toronto, Montreal, Halifax and elsewhere, with the proviso that no entrance fees are to be collected.

The Film Boards have taken a keen interest in the Federated Charities in both Montreal and Toronto and have made special collections among their employees. The General Managers Association have also made special contributions in both cities. Of course, the theatre owners are active in matters of this kind.

These details are not mentioned in a spirit of "look what we are doing," but simply referred to, that the exhibitor and distributor may be more fully aware of the service which the Motion Picture Industry is contributing. This article might be interesting for you to publish on your programmes, exhibitors!

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$500,000 New Theatre on Yonge Street Rumour Ties Up Columbia Pictures

Vaudeville and Pictures for Theatre with Seating Capacity Over 3000

RUMOURS were lively in connection with the new $500,000 vaudeville and picture theatre which is to go up in Victoria Street, with an entrance on Yonge Street, Toronto.

Options were taken out on properties on Yonge Street and Victoria Street. The new building is to be located south of Pantages, on Victoria Street, with a Yonge Street entrance, north of Whaley Royce building, 237 Yonge Street.

The properties upon which options have been secured are Nos. 237½ to 243 Yonge Street, and Nos. 206 to 222 Victoria Street.

The Yonge Street frontage will be 75 feet on the east side by 121 feet depth to a lane, and 137 feet 6 inches the west side of Victoria Street, by 120 feet depth to the lane.

The entrance will be constructed like Pantages, being built over the lane to connect with the interior of the theatre.

Properties under option Nos. 237½ and 239 Yonge, 29 x 121 feet, assessed land $63,800, building $3,000, owner Wm. Iredale estate. No. 241 Yonge 21 x 121 feet, assessed land $46,200, building $20,000, owner Frank Stanley estate. No. 243 Yonge, 25 x 121 feet, assessed land $52,500, building $4,000, owner John Wanless. Nos. 206 and 208 Victoria Street, 22 feet 9 inches x 120 feet, land assessed $14,788, building $20,000, owner W. J. Bolus. No. 210 Victoria Street, 22 feet 9 inches x 120 feet, land assessed $14,788, building $16,000, owner Firestone Tire and Rubber Co. No. 212 Victoria Street, 15 feet 4 inches x 120 feet, land assessed $9,583, building $500, owner James Howarth. No. 214 Victoria Street, 15 feet 4 inches x 120 feet, land assessed $9,200, building $500, owner Minnie Howarth. No. 216 and 218 Victoria Street, 30 feet 8 inches x 120 feet, land assessed $18,400, building $1,500, owner Maria Howarth. No. 220 Victoria Street, 15 feet 4 inches x 120 feet, land assessed $8,433, building $1,000, owner Mabel H. Shaw. No. 222 Victoria Street, 15 feet 4 inches by 120 feet, assessed land $8,433, building $1,000, owner Sarah Howarth. Total land assessments $246,125 — buildings $67,500. The cost of building theatre, etc., will reach the magnificent figure of $500,000.

At present we have in this area Pantages Theatre, Yonge Street, also entrance on Victoria Street, pictures and vaudeville; Loew's Theater, Yonge Street, near Queen Street, pictures and vaudeville; Tivoli Theatre, Richmond and Victoria Streets, pictures; Shea's, across the corner from Tivoli, now playing stock, Shea's Hippodrome on Bay Street, vaudeville, practically within a stone's throw of Loew's and Pantages; down a few blocks, east of Yonge and Adelaide Streets, the Regent Theatre, pictures.

Boiling down all the rumours that this house was a Film Booking Office proposition, a Columbia Pictures proposition, we are rather inclined to believe that the Columbia Pictures may be arranging for a first run house in Toronto and may develop a theatre chain, English capital interesting itself.

Color is given to this rumour owing to the fact that Mr. Joe Brandt, the producer of Columbia Pictures is now in England.

The Columbia Pictures recently purchased the distributing interests of the Independent Films Limited, under the management of Louis Rosenfeld.

It was reported several weeks back in The Digest that English capital was to finance a chain of theatres across Canada.

JOSEPH M. SCHENCK LANDS DUNCAN SISTERS

The keen contest for the screen services of the Duncan Sisters, which the trade has been following for several weeks, has been won by Joseph M. Schenck, who announced this week that he had signed the Duncan Sisters for a series of special pictures to be made for United Artists release.

The Schenck announcement states that "Topsy and Eva," the stage success of the famous sisters, will be their first screen vehicle for United Artists. A film story is being prepared and a special company is being organized for work on "Topsy and Eva" which will be made at the Pickford-Fairbanks studio. In the meanwhile, the Duncan Sisters will continue with their stage work.

John W. Considine, Jr., who supervised the productions of Rudolph Valentino, will supervise "Topsy and Eva" and other films in the series which the Duncan Sisters will do for United Artists release. It was announced by Schenck that the Duncan Sisters would be co-starred in "Topsy and Eva."

M. P. T. O. A. MEETING CALLED, AMBASSADOR, ATLANTIC CITY

A meeting of the greatest importance to Motion Picture Theatre Owners will be held in the Ambassador Hotel, Atlantic City, New Jersey, on Thursday and Friday, November 18th and 19th, as a result of a call just issued by Chairman Joseph M. Seider to the members of the Administrative Committee of the Motion Picture Theatre Owners of America. All other National Officers and members of the National Committees have been invited to be present, as well as available State and Regional Officers, making the meeting in a practical way assume the aspect of a National gathering.

National legislative programs will be laid out and where practical supplemental moves made to aid in State legislative work.

Theatre Owners are inclined to do a little rodeo work themselves and take the Legislative bull by the horns. The proposal has been made that bills be introduced in all states, where censorship is in existence, repealing the law and also making other situations more liberal and conforming more to present day usages.

Plans along this line will be considered at the sessions. Arbitration and trustification, the other issues, to be discussed.

COLLEEN MOORE

who twinkles incessantly in First National's latest success, "Twinkletoes."

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Round About the Studios

EDDIE CLINE, the well-known director and for many years a right-hand bower at the Mack Sennett Studio, has affixed his signature to a Fox Films contract and will direct Tom Mix.

ROD LA ROCQUE has been signed by Inspiration Pictures and Edwin Carewe for the part fo Prince Dmitri in Leo Tolstoy's "Resurrection," which is being produced in screen form for United Artists release.

DOLORES DEL RIO, Carewe's Mexican discovery, will play opposite La Rocque as Katusha Maslova, the girl whose love was greater than her desire for personal happiness, in "Resurrection."

JERRY MILEY is playing a featured role with Anna Q. Nilsson and Kenneth Harlan in "Easy Pickin's," a George Archainbaud production for First National.

"THE TAXI DANCER" has nothing to do with a taxi, Metro-Goldwyn-Mayer officials explain. The title refers to a girl, who, in dance hall parlance, is a "nickle-hopper." The featured players are Joan Crawford, Gertrude Astor and Owen Moore. Now will the M-G-M officials tell The Digest what is a "nickle-hopper?"

LEATRICE JOY and CHARLES RAY will play the leads in "NOBODY'S WIDOW," a Metropolitan picture.

Fascinating ELEANOR BOARDMAN who plays opposite John Gilbert in "Bardelys the Magnificent," for Metro-Goldwyn-Mayer's picture magnificent.

OLIVE BORDEN

beautiful Fox star appearing in "Fig Leaves."

Will Reata Hoyt be Harold Lloyd's next leading lady? Now that Jobyna Ralston is leaving the Lloyd studio, some one must take her place, and rumours are that Reata maybe the lucky one.

FRED NIBLO will direct NORMA TALMADGE in her new picture, "CAMILLE, while MARSHALL NEILAN will direct CONSTANCE in "CARLOTTO," both for First National.

CHARLES RAY will play opposite MARIE PREVOST in "GETTING GERTIE'S GARTER."

JOSEPH M. SCHENCK has signed Willy Fritsch, the German actor, he of "The Waltz Dream" fame. Mr. Fritsch will arrive in December and leave immediately for Hollywood to appear in UNITED ARTISTS pictures.

"THE SILENT LOVER"

"The Silent Lover," the Carey Wilson production in which Milton Sills has the stellar role, is set for release on November 21st by First National. This is the screen adaptation of the Lajos Biro play, "The Legionary." George Archainbaud directed. Besides Sills the cast includes Natalie Kingston, William Humphrey, Arthur Edmund Carewe, William V. Mong, Viola Dana, Claude King, Charlie Murray, Arthur Stone, Alma Bennett and Montague Love.

COLLEEN MOORE, and her husband, John McCormick, are in New York, where the opening shots on "Orchids and Ermine," Colleen's next picture will be taken. It is a First National picture, directed by Alfred A. Santell, with Jack Mulhall playing opposite Miss Moore.

BETTY BRONSON is scheduled to play the leading lady for Richard Dix in Paramount's "PARADISE FOR TWO."

As a dancer, JOAN CRAWFORD sure can swing a wicked Charleston, and in "THE TAXI DANCER," for Metro-Goldwyn-Mayer she gets her chance.

HARRY LANGDON'S next for First National will be "Long Pants."

MICHAEL CURTIZ, famous European director is directing his first picture in America, namely, "THE THIRD DEGREE" with DOLORES COSTELLO starring. It is a WARNER BROS. production.

JOHN GRIFFITH WRAY will direct Blanche Sweet in her next picture for Fox, entitled "Love O' Women."

"FACE TO FACE" will be Florence Vidor's next for Paramount.

GEORGE JESSEL

one of "Broadway's sons" comes to the screen in Warners recent box-office sensation, "Private Izzy Murphy."

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SECRET SERVICE

By FLAPPER SHERLOCK

This column is conducted by a Flapper Movie Fan. We are publishing just as she has written her news, unedited—seeing ourselves as others see us might prove entertaining. —*ED.*

Carl Laemmle will soon be a father-in-law to Alice Day, pretty screen star. Rumours about filmdom, are to the effect that Carl Laemmle Jr., is about to lead fair Alice to the altar.

Mr. Stork visited the home of Walter Miller, Pathe serial star, and left him a prize package, in the form of an eight-pound son. The mother is Eileen Scofield, former stage star, and the baby will be taught the Charleston in the near future.

The studio force of Warner Bros. presented Mr. & Mrs. Benjamin Warner with a grandfather clock, for their golden anniversary. It's something out of the ordinary to hear of couples celebrating their golden anniversary, especially anyone connected with the Motion Picture Business.

Eugene V. Brewster, millionaire publisher of Motion Picture Fan Magazines, married Corliss Palmer, Beauty contest winner. Eugene lost no time, two days after divorcing his first wife, he married Corliss. "If at first you don't succeed, try, try again."

Nov. 14th is the date set for Laura La Plante's wedding. Of course you know William Seiter is the groom-to-be. They plan to honeymoon in the Orient. Not so bad, eh!

Paul Stein, director of "His Official Wife" for Warners, took unto himself a wife. Who? A nightingale, or almost, namely Ollie Kuntze, German opera singer. Instead of hearing his own voice through a megaphone, it will be a pleasure to hear Ollie "crooning a lullaby."

My goodness, Mary Astor and Irving Asher have broken their engagement. They came to that conclusion when Mary was in Texas. People say "Love will find a way."

VALENTINO

as he appears in Metro-Goldwyn-Mayer's ever successful feature, "The Four Horsemen."

Mgr. Chris Georgas Runs Beauty Contest at Classic

Mgr. Chris Georgas introduced a beauty contest at his Classic Theatre, Owen Sound, Ont. Many merchants co-operated in the tie-up and the contest succeeded in stirring up a good deal of business and publicity for all concerned.

The winner was Miss Carol Tobey, daughter of Mr. and Mrs. Wm. Tobey of Derby township. Miss Tobey is seventeen and the possessor of a luxuriant head of raven-black hair which frames a complexion of peaches and roses. A very lithe, round figure added to the beautiful picture which captured the prize of $75.00 given by the Classic Theatre, and many other special prizes contributed by prominent merchants of Owen Sound to the winner.

Clara Bow is engaged again, this time for real, to Victor Fleming, the director. Looks as though all the youngsters are getting married.

SPORTS

By LIONEL HARPER

Famous Players will enter but one team in the great national pastime this winter. The great little sextette under the Red and White colors which carried all before it and annexed title after title, the peerless crew which marched through to triumph after triumph to finish the season undefeated in a championship contest, although badly shattered in the most vital parts of the team have rebuilt and added strength to cover up the weaknesses. The Famous junior machine is all in readiness and raring to go for the opening spurt of the season.

The senior club which on paper looked good enough for an Ontario title proved to be merely a dream. The breaking up of the best teams in the province by players who forsook the amateur ranks to accept positions with the pros. was also felt by the Famous. Two of the National Hockey League teams have persuaded Famous hockeyists to sign on the dotted line while the new Canadian Professional League has taken four more. The inroads which the pros. have made on the ranks of the Simon Pures will no doubt weaken the brand of hockey played in the amateur ranks. The new ruling which states what a player playing under an Industrial name must be in the employ of the company represented, by October 1st, left the Famous stranded with all the stars stepping into higher company. The senior club will go into the discard but the fans will turn with all their enthusiasm to making that great little junior team climb once more to the top of the ladder.

The aforementioned shattered ranks ofthe junior six received the greatest blow when Percy Bossin took his departure to Detroit. The skill of the diminutive goaltender will be realized when a glance at the records show only nine goals scored against him throughout the season. To take his place Harold Ash has secured Jimmy Travis, the all-round junior athlete who shone on the Oakwood "Silver Six" in the High School League. Irwin "Butch" Taylor the Harbord Collegiate Flash, is another stick handling artist who will be back with the team. Taylor played left wing for the "Classics" two years ago when they won the High School Championship, and captained the Orange and Black the year after when they were runners-up for the honors. He is an all-round athlete having played rugby with several well-known Toronto senior teams and Softball with the Famous.

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A WOWSKI! BEGORRA!

Sparkling with Irish wit!

Bubbling over with Jewish humor!

Nat Carr

Viola Dana

Vera Gordon

and a host of

Box-Office Stars

kosher kitty kelly

Love, Adventure, Pathos and Drama-- AND WHAT AN AVALANCHE OF LAUGHS!

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WARNER BROS. present

The 3rd Great Hit of 1926

"My Official Wife"

STARRING

IRENE RICH
CONWAY TEARLE

Directed by
PAUL L. STEIN

Russia, where womanhood was the plaything of man, and might made right! Beautiful Irene Rich is the prize for which men struggle. Conway Tearle, adventurous noble, brings many a thrill to feminine hearts. Swift action, impassioned love. Sweet profits!

¶ **The third release of the great 26 Warner Winners goes over with a Bang!**

¶ **"MY OFFICIAL WIFE one of finest in months! Going over exceptionally well!" wires West Coast Theatres.**

¶ **"PRIVATE IZZY MURPHY best box office production in 3 years. Broke all records!" wires Orpheum Theatre, Chicago.**

¶ **"ACROSS THE PACIFIC marvelous picture, real box office bet!" wires Capitol Theatre, Lincoln, Nebraska**

¶ **That's the kind of pictures you get in 26 Warner Winners.**

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l. 18, No. 29. TORONTO 2, CANADA November 20th, 1926

4th MONTH

at $2 Admission

LILLIAN GISH in THE SCARLET LETTER

VICTOR SEASTROM'S production with Lars Hanson. Adaptation and Scenario by Frances Marion. Titles by Frances Marion. Directed by Victor Seastrom.

Central Theatre, N. Y.

METRO-GOLDWYN-MAYER

PRODUCERS OF ROAD-SHOW HITS!

PUBLISHED BY

CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

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—*this is important!*

"TIN HATS" was previewed this week
IN Hollywood.
IT is the talk of the whole movie colony.
CONSERVATIVE estimates place this picture
AMONG the very biggest comedies ever made.
WE urge exhibitors
TO arrange their booking time on "Tin Hats"
TO take full advantage of extended runs.
EXTRA play days mean . . . . .
EXTRA *pay days!*
EXHIBITORS took our advice to keep time open
FOR "Bardelys The Magnificent". . . . .
NOW in its 6th Big Week at Carthay Circle, Los Angeles.
ALSO now in its 2nd Great Week at Capitol, N. Y.
TAKING our advice resulted in extra *pay days!*
METRO-Goldwyn-Mayer is giving exhibitors
BIG Ones for Big Runs!
IN the coming weeks, too, you'll see
THE most sensational product M-G-M ever released!
WATCH for John Gilbert in "Flesh and the Devil"
WITH Greta Garbo, the new idol of the public . . . . .
WATCH for Mae Murray in "Valencia" (Another Merry Widow!)
AND remember this . . . . .
THE BIG ONES *this year*, like the BIG ONES *last year*
BEAR the name

METRO-GOLDWYN-MAYER

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Why is PARAMOUNT so far ahead of the field this Fall?

CONSISTENTLY FINE PRODUCT is the answer:

"Aloma," "Padlocked," "Fine Manners," "Show-Off," "Mantrap," "Tin Gods," "Variety," "You Never Know Women," "Hold That Lion," "Forlorn River," "You'd Be Surprised"

"Campus Flirt," "Kid Boots," "Ace of Cads," "Quarterback"

Road Show **"BEAU GESTE"** Road Show

Now in its Sixth Big Week at the

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Twice Daily. **Admission---50c to $1.50**

AND THE BEST OF PARAMOUNT'S 15th BIRTHDAY GROUP STILL TO COME!

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"WE'RE THE NOW

A Paramount Picture

What It Takes to Make This Team

More Comedy than "Behind the Front"

They'll shriek, howl and cry at this Gloom Chaser.

Make arrangements with Your Nearest The Comedy Sensation

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"LONDON" is the second picture from the star-director-producer combination that made the successful "Nell Gwyn." A fast-moving, strictly modern love-melo-drama. With Paul Whiteman and his band, and the famous Kit Kat girls. The *N.Y. Times* calls it "emphatically interesting with its startling contrasts drawn from the life in a roaring metropolis."

"LONDON"

British National Pictures, Ltd. present their "OVERSEAS SPECIAL" starring

DOROTHY GISH

Directed by
HERBERT WILCOX
A Paramount Picture

An Original Story for the Screen by Thos. Burke

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Ray Presents

THEODORE ROBERTS must be one of the most beloved players of the screen if one can judge by the applause which greeted his appearance at the M. P. T. O. A. supper, King Edward, Toronto, Tuesday, Nov. 16, at which event he was the guest of honour.

Mr. Roberts gave a real after-dinner address, bright, snappy and informative. His excellent diction added to the enjoyment of his message.

* * *

He recalled the days of 1912 when Jesse Lasky, Cecil DeMille and Samuel Goldfish entered the industrial art of motion pictures, their first studio a stable in Los Angeles. Samuel was the "fish" who had the fifty thousand, the others had the theatrical experience and vision. Samuel was such a lucky "fish" that he subsequently changed his name to Goldwyn. The venture was a sure gold-winner. All these men have made their names lustrous in our Industry and have climbed steadily upwards until to-day their names stand at the head of our Industry.

* * *

MR. ROBERTS is appearing in a playlet at Shea's Hippodrome, Toronto, and it is through this lucky booking that the M. P. T. O. A. committee was enabled to have Mr. Roberts grace their festive Board.

* * *

Meanwhile several real live showmen, among them Sam Lester, were awake on their job, and played "The Cat's Pajamas," as Sam states to "turn-away business." The announcement that Theodore Roberts would appear in the picture, and the announcement of his appearance in person at another theatre was enough to draw the admirers of Roberts to any the-

(Continued on Page 8)

"Business Before Pleasure"

"MLLE. from Armentieres," the British War romance, which is reported as sold to South Africa, India, New Zealand, Australia, in fact all the colonies, the European allied and neutral companies during the war, has not yet been purchased for Canada.

S. W. Smith, Special English representative of N. L. Nathanson, resident in London, England, and instrumental in sending the majority of English pictures into Canada, states that he has not yet been able to secure "Mlle," because negotiations are in progress for an American and Canadian sale jointly.

If the U. S. deal falls through Canada will get a chance. "History repeats itself."

About eight years ago I was in London endeavoring to convince English producers that British pictures should be sold to Canada direct; and not through the U. S., as was the custom.

The only pictures made in England which Canada could purchase direct, were those it appeared, the U. S. distributor was not interested in.

The English producer argued that he could not afford to ruin a U. S. sale by compromising Canadian rights. It was not good business.

In spite of all the British picture talk about the establishment of a British Film market in Canada, it appears that the English producer is no more inspired by patriotic reactions in Trade, than is the Canadian exhibitor.

He, the English producer, sells to his best advantage, to the U. S. or to Canada, the best price deciding who gets the product, where territory overlaps.

The Canadian exhibitor buys the pictures which he believes will make him the most money, regardless of their Trademark.

Someone is credited with saying, "Business Before Pleasure." This rule appears to be the rule of Trade and Commerce in every country.

Ray Lewis

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Ray Presents

(Continued from Page 7)

atre which advertised him. It is a good combination to get the business; and can be worked with any star who has the ability which Roberts possesses.

* * *

The M. P. T. O. A. presented Mr. Roberts with a cigar specially made to suit his preference for a "long smoke."

* * *

MR. PHIL KAUFFMAN, General Manager of Regal Films delivered an interesting oration on the value and growth of co-operation.

Mr. Kauffman emphasized the attitude of friendliness which now prevailed between the Exhibitors' Association and the Distributors'; and that an understanding of each other's rights and limitations was now in order, such recognition making possible the operation of the Film Boards of Trade in their endeavor to make the Arbitration Boards perform a genuine service to the Industry.

* * *

MR. TOM SCOTT, representing the Ontario Motion Picture License Bureau, complimented the Association on the growth of its membership; and stated that the department found it much easier to function to the mutual benefit of the Industry and public now that the Industry had its various departments so well organized.

Mr. Scott commented upon the AmusementTax and stated that the elimination of the Tax up to and including 25 cents as promised by Premier Ferguson would cover about 62 per cent. of the theatres in Ontario.

* * *

Mr. Scott stated that The Digest enjoyed the unique distinction of representing in its pages both the Conservative and Liberal leaders, such impartiality not being evident in any of the other papers.

* * *

THE Amusement Tax is of tremendous interest to our Industry and the attitude of all party leaders on this question is worthy of publication. The press takes a very decided stand on political issues; and I can see no reason for the Industry not making itself felt. However, The Digest, in giving each candidate an unbiased showing, displays the new vision which will eventually make "politics" a real enjoyment and privilege.

* * *

According to clause 16, page 29 of the Theatres and Cinematograph Act, all slides must be submitted to the Censor Board before they can be exhibited.

* * *

AT Kemptville, Ontario, this week, authorities seized the "dry slides" which were to be exhibited by Dr. E. T. Hart in conjunction with a lecture which he was delivering. E. B. Gravelle, manager of the Empress Theatre, Kemptville, Ont., made the complaint against these slides, alleging that some of them were pictures of disorderly houses in Montreal, and that although the pictures in themselves were not objectionable, the material of explanation which went along with the pictures was.

* * *

Mr. Gravelle stated that he had a notion to lodge a complaint against Dr. Hart two years ago when he heard his lecture and saw these slides in Cobden, Ont. The complaint being in the nature of an inquiry as to the regularity of their showing, Mr. Gravelle being informed of that clause in the Act which governs the public exhibition of slides.

The slides were made by the United Church Book Room.

* * *

MR. T. SCOTT, assistant director of Amusement branches, 46 Richmond St. W., Toronto, when interviewed on the subject stated that he was not aware that the slides were being used in connection with a "prohibition lecture," it was the duty of his department to enforce the Act and he was acting in accordance with the law. The incident has awakened considerable controversy.

* * *

WE REGRET to report the death of Hiram Abrams, promoter and director of United Artists. Mr. Abrams has been ill for the past two months, but it was hoped that his condition was not serious. He passed away on Tuesday, November 16th. in New York. The body was taken to Portland, Maine, for burial.

* * *

The late Mr. Hiram Abrams started in the Film Industry as an exhibitor at Portland, Maine, later entering the distributing field in Boston, Maine. He subsequently became president of the Paramount. In 1919 he became president of United Artists.

* * *

This is the second shock which this organization has received within recent date through the death of a member, Rudolph Valentino's untimely exit being still a subject of comment and regret.

Toronto Theatres

UPTOWN — "The Eagle of the Sea," with Ricardo Cortez—Paramount. Has a smack of "The Sea Hawk" about it. Ricardo Cortez as the ex-pirate presents a dashing and colorful interpretation.

TIVOLI — "Laddie," with John Bowers, Bess Flowers, David Torrence and little Gene Stratton. F. B. O. Gene Stratton Porter's presentation of home folks. David Torrence fits in like a real hayseed, while "Laddie" is the author's type as John Bowers presents it. A real old fashioned melodrama with a popular appeal. Class B.

LOEW'S — "The Temptress," with Greta Garbo, Antonio Moreno, and Lionel Barrymore and other well-known names in the cast. Greta is a great vampire and in this Ibanez story should prove a good box-office draw. The story is interesting and the classification B plus. Fred Niblo directed.

PANTAGES — "You'd Be Surprised," with Raymond Griffith — Paramount. Class B. A house party and a Sherlock Holmes development around a stolen necklace.

REGENT — "Beau Geste," with Ronald Colman, Noah Beery and other outstanding names. Paramount. Class A.

Neighborhood Theatres

PALACE—"Tin Gods" with Thomas Meighan — Paramount. Class B. Tom in a fine part and story. "Mare Nostrum," with Alice Terry. An Ibanez—Rex Ingram feature of war upon the seas. Class B.

YORK — "The Black Pirate," with Douglas Fairbanks—United Artists. Class A. A colorful, dashing romance. "Marriage License," with Alma Rubens—Fox. Class B. An adaptation of the English story, "The Pelican."

COLLEGE — "The Campus Flirt," with Bebe Daniels — Paramount. Class B. Bebe in a real campus role keeps things humming. "Nell Gwyn," with Dorothy Gish — Class A. British National—Paramount. A merry comedy centralized around the love of a King for a little orange girl.

BEACH — "The Black Pirate," with Douglas Fairbanks, United Artists. "Stella Dallas," with Belle Bennett —United Artists. Class B plus through the sheer merit of the individual work of the players and the genuine quality of the production.

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From the World's

Master Comedy Makers

We Distribute the

Mack Sennett Comedies

And the World Famous

Hal Roach Comedies

We Can Furnish You Regularly

Two Big Hits Each Week

Each Produced by

World Known Comedians

Book These Now Because

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OCTOBER

LEWIS STONE
in
DON JUAN'S THREE NIGHTS

DORIS KENYON
in
MISMATES

BEN LYON LOIS MORAN
LYA DE PUTTI
in
THE PRINCE OF TEMPTERS

LLOYD HUGHES MARY ASTOR
in
FOREVER AFTER

CORINNE GRIFFITH
in
SYNCOPATING SUE

NOVEMBER

ANNA Q. NILSSON LEWIS STONE
in
MIDNIGHT LOVERS

KEN MAYNARD
in
THE UNKNOWN CAVALIER

JOHNNY HINES MARY BRIAN
in
STEPPING ALONG

MILTON SILLS
in
THE SILENT LOVER

COLLEEN MOORE
in
TWINKLETOES

Every week the kind of picture that makes box-office music--establishing a reputation unequalled in the industry--earning the confidence of its accounts and setting the pace for the entire field--that's

FIRST NATIONAL

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Our Colleen is the Nation's Queen

2,471 EXHIBITORS VOTE COLLEEN MOORE THE GREATEST BOX-OFFICE STAR IN PICTURES

Once more First National leads. "Exhibitor's Herald" sent questionnaires to America's showmen and 2,471 replied naming COLLEEN MOORE the biggest box-office draw in pictures.

Top of the list! Proving that this star pulls more profits than any other. Not in just one picture but time after time!

And that's not all. Among the first twenty-six best box-office names exhibitors select six First National stars. Leading all others! Money talks and proves

FIRST NATIONAL *FIRST*

FIRST NATIONAL PICTURES

Coming
TWINKLETOES
A London Limehouse Story

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LAST MINUTE NEWS

Grand Opera House, Barrie, Ontario, burned.

"The Unknown Soldier" and "The Best People" came in for protest in London, England.

Antoinette Ward, of St. Catharines, to manage local theatre, the Tivoli.

Empire, Rainy River, Ontario, under management of Mr. Huck of Emo.

Wonderland, Cornwall, Ont., to become department store under management of Walker Store interests.

The Rt. Honourable Mackenzie King, Premier of Canada, speech at Imperial Conference, London, regarding the film situation as follows: "I can see no reason, however, for assuming that the present inadequate representation of British and Dominion films will prove permanent. The possibility of using the splendid scenic and historic backgrounds and players of Britain, the unsurpassed opportunities afforded in the Dominions for films of outdoor life, the marked way in which the technique developed in any country is being made available in others, provide grounds for expecting that, with energy and skill, the present proportion of British and foreign films will soon be altered.

Loew's, London, declares initial dividend of 25 cents a share on the common stock and the regular half yearly dividend of 3½ per cent. on the preferred, payable January 15th.

The Morning Post, London, extract, states that the American investments in Canada today represent £600,000,000 or three billion dollars approximately, while British investments amount to £500,000,000 or approximately two and a half billion dollars. One quarter of all the foreign investments of the United States are located in Canada, including 1,200 branch factories.

NELSON HOOPER

Entered film game December, 1916, with the Exhibitors Distributing Corp. Enrolled with Fox, Montreal Branch, 1918, and later managed the St. John Branch for Fox. Associated with Universal March 26, 1923. Won the Canadian watch prize for salesmanship, 1923, on serial business. Won the Jack Dempsey watch, 1924, on "Fight and Win Series." Went to Winnipeg for Universal, May 6, 1925, returning September 5, 1925 to Montreal as Universal salesman.

Canada's Big Parade

British Empire Films Limited will produce a picture similar, Col Clarke of Cranfield and Clarke announces, to "The Big Parade," but it will present Canada's Big Parade.

"Every Mother's Son," Metropolitan, Winnipeg.

FAMOUS CO-OPERATION HELPS UNIVERSAL THEATRES

Since the Famous Players have been co-operating with the Universal company in the programmes for the three theatres of the latter company in Winnipeg, better business has been the result in Starland and College Theatres and some improvement in the Lyceum. These theatres are among the best located in Winnipeg and careful attention to each house has resulted in better business and a more consistent attendance at each house than at any time in their history.

Two More Theatres For Rosenzweig & Katz

Rosenzweig and Katz are planning two more Brooklyn theatres, costing about $1,000,000 each, and seating between 3,000 and 3,500. This will make their total number of theatres, seventeen.

Bill Bach of First National Gets Promotion

Bill Bach, general manager for Canada of First National Pictures, was given a farewell supper at the King Edward Hotel prior to sailing for England, where he assumes the office of General Sales Manager for First National.

"Of nineteen seats in the present Canadian Cabinet, six are held by French Canadians. The entire Cabinet of the Legislative Assembly, Province of Quebec, is French. Most of the Quebec judges and the majority of the members of the Bar are of the same origin, and seventy per cent. of the population of Montreal, Canada's largest city, population a million, is of French descent." —Daily Mail, Paris.

Dear Miss Lewis:

Enclosing you herewith photograph of the mezzanine floor of the Metropolitan Theatre, Winnipeg, as it appeared during the engagement last week of "Every Mother's Son."

The display was greatly appreciated and received much favorable comment. It might be interesting for you to know that the Metropolitan smashed its house records during its week's run on "Every Mother's Son," both in number of people that attended the theatre and in cash receipts.

"Every Mother's Son" is a picture the English producers can be proud of, and one that I personally recommend to the exhibitors of Canada, as being a box office attraction of the real money-making kind.

Your truly,
WALTER F. DAVIES,
Manager,
Metropolitan Theatre, Winnipeg.

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PUBLIX THEATRES AFFILIATED WITH SAENGER THEATRES INC.

An affiliation has been made between the Publix Theatres Corporation, and Saenger Theatres Inc., of New Orleans, acording to Samuel Katz, president of the former company.

The new company will operate theatres in twelve Southern States and it will be known as Publix-Saenger Theatres, Inc.

Orchestra of Eight Brock Theatre, Brockville

An orchestra of eight at the Brock Theatre, Brockville, Ontario, known as the Brock Capitolians, has been rendering exceptionally fine concerts on special nights under the direction of Manager Fred McLennan, large crowds being attracted by the added feature.

"The Quarterback" Big Capitol, Kingston

Manager E. O. Smithers of the Capitol Theatre, Kingston, Ontario, took advantage of the football boom locally to invite the three teams of Queen's University, Kingston, to a performance of "The Quarterback." About 75 players of the college attended in a body and, during an exciting sequence of the film story, the theatre resounded with the Queen's University yell for Richard Dix. Manager Smithers declared that it was the first time that his theatre had been turned into a football stadium.

Balsdon of Quebec In New York

George Balsdon of Montreal, Que., is in New York in conference with Col. W. F. Clarke of Cranfield and Clarke, on production and distribution matters.

BRITISH FEATURE "LONDON" AT REGENT OTTAWA

The Regent Capitolians, the feature orchestra at the Regent Theatre, Ottawa, have been filling quite a number of special engagements as a result of which the theatre is being boosted. The orchestra, under the direction of Orville Johnston, has been playing at local service club meetings and at the Rose Room.

Incidentally, Manager Ray Tubman is playing the British picture, "London," in which there are scenes taken in the Kit Kat Club, London, England, with the same orchestra playing there. The Orville Johnston Band, which is an Ottawa organization, played all last winter at the Kit Kat Club.

J. M. FRANKLIN ON THE RADIO

J. M. Franklin, manager of B. F. Keith's Theatre, Ottawa, was "on the air" during the evening of November 10 when he was invited to speak over Station CHXC, Ottawa, by J. R. Booth, owner of the popular broadcasting station. Mr. Franklin took advantage of the occasion to announce the 100th Anniversary of vaudeville and the observance of the Keith-Albee Birthday with a special week at the Keith Ottawa house starting December 6, when the feature attraction will be "The Quarterback," starring Richard Dix. After his address, Mr. Franklin received a number of letters from listeners-in who described how his voice sounded and what a hit he had made as a broadcast artist.

"The Lone Wolf's Return"

The Garrick Theatre, Winnipeg, broke the house record the week of Nov. 1st playing "The Lone Wolf's Return." A Columbia.

SMALLPOX EPIDEMIC CLOSES THEATRE ALMONTE, ONT.

A serious situation prevails at the town of Almonte, Ontario, 36 miles from Ottawa, because of a smallpox epidemic, more than 30 cases having been reported there on November 13 in a population of 2,500. Many homes are quarantined and the health authorities ordered all schools, churches, town hall and other places closed. This included the one moving picture theatre in Almonte which seats about 400 persons.

Regent News Publishes Football Reports Big Games

Manager Ray Tubman, of the Regent Theatre, Ottawa, published an edition of his famous newspaper, the Regent News, on Saturday, November 13, which contained reports of the three major football games at Ottawa, Toronto and Kingston during the afternoon. Copies of the theatre's four-page newspaper were distributed among patrons of the Regent during the evening and were also used as inserts in the daily newspapers sold by newsboys in the vicinity of the theatre. The edition also contained Regent announcements regarding coming attractions. The current attraction was "The Four Horsemen of the Apocalypse."

Lois Weber Leaves Universal for United Artists

Lois Weber, director and writer for Universal, has left that company to become associated with the United Artists.

Miss Weber is the only woman director at any of the big studios on the coast at present.

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Ontario Motion Picture Theatre Owners Hold Annual Convention

Election of Officers, King Edward, Toronto, Tues., Nov. 16

J. C. BRADY, PRESIDENT

THE ANNUAL CONVENTION of the M. P. T. O. A. of Canada, Ontario Division, took place at the King Edward Hotel, Tues., Nov. 16th 1926.

There was a 100% representation from Toronto.

The sessions opened at about 10.30 with Mr. J. C. Brady in the chair, and after his opening address, followed by an address by Ray Lewis, the nomination for the election of officers proceeded.

Mr. Brady, as usual, emphasized the value of organization and its present necessity. He stressed the many issues which the exhibitor would be obliged to contend with the coming year.

That the nomination and election of officers was the most important work which the exhibitors at the sessions would have presented to them; and to nominate and elect those men who were best fitted for the office of service.

Mr. Brady made a splendid address and his election, which followed by acclamation, registered the confidence which the exhibitors had in his ability to preside as president of their Association.

Miss Lewis covered the ground relative to the Amusement Tax. The promise made by the Hon. Premier Ferguson and the Hon. W. E. N. Sinclair, leader of the Liberal Party.

Exhibitors were urged to utilize their programmes for presenting the policies of both parties to their patrons, thereby becoming valuable publicity mediums.

Miss Lewis also gave a full account of a recent interview she had with Mr. John Woodhouse, J.P., and controller of The Performing Right Society. Limited, of London, England, of which society the Canadian organization was a subsidiary.

Miss Lewis emphasized the necessity of the Musical Association of Canada, of which Col. John A. Cooper was the chairman; and urged all exhibitors to co-operate and contribute to its support.

The demands of The Performing Right Society in relationship to the music which they controlled through the Copyright privileges held by their members involved a year's contract, which automatically repeated itself unless cancelled one month before the date of its expiration, a weekly or monthly report of all the music, vocal or instrumental utilized in the theatres, and the taking out of a license for the privilege of using such music.

Other questions regarding poster service, Ontario Charter, Daylight Saving, received the full attention of the exhibitors in session.

Mr. Joe Cohen, treasurer since the Association's inception, retired from office, much to the regret of the members, for Mr. Cohen has stimulated the treasury into representing a very healthy bank balance. Mr. S. Major was elected Treasurer.

Roy O'Connor assumes the duties of Secretary, while Ray Lewis continues in the office of Advisory Secretary.

The Board of Directors is a very representative one including, H. P. Redway, of the Crown Theatre; Bill Bailey, of the Kum-C; Jim Joy, of the Wonderland; A. Pollakoff, of the Kingswood; H. Lester, Bonita; S. Lent, Dundas Playhouse; George Lester, King; S. Sternberg, Danforth; S. Fine, Christie.

The out-of-town Board includes Mrs. Moore, Grimsby, Ont.; Mr. Maxwell, Kingsville, Ont., and H. W. Braden, Kenilworth Theatre, Hamilton, Ont.

The sessions closed with a supper and entertainment at the King Edward, Tuesday night, in the Pompeian Room.

Theodore Roberts, Famous star, was the guest of honor.

Representatives from all the Exchanges and Government officials were present.

Telegrams conveying good wishes were read from Joseph Seider and Pete Woodhull.

C. S. L. Ferguson, Manager Capitol, Brandon, Man.

C. S. L. Ferguson, former manager of the Dominion and the Bijou theatres at Nanaimo, B. C., has taken over the management of the Capitol Theatre, of the Famous Players chain, at Brandon, Man. Mr. Ferguson has had considerable experience in the management of moving picture houses. He succeeds J. B. Reisman, who has left for Edmonton, Alberta, to manage the Empress Theatre.

SPORTS

By LIONEL HARPER

Professional hockey, the greatest athletic sensation in years, has taken the sporting fraternity off its feet so to speak and reached heights which were never before thought of.

The National Hockey League, the daddy of pro. hockey, by spreading out and taking in the greater part of the Western Canada Professional League has found room for four more teams. The starry material from the plain country was scattered around among the Eastern teams with the result that the National Hockey League is the strongest it has ever been. Branches have sprouted from the big tree. The new Canadian Professional League has been organized to supply talent for the larger body. Smaller leagues in northern cities of the United States are continually drawing from the amateur hockeyists of both countries. With the fever at its height the promoters of these teams have made flattering offers to the best wielders of the skate and stick in Canada and the United States. Port Arthur, Allen Cup holders and prospective Olympic representatives held out until the last minute, but offers received by almost every member of the great squad were too tempting as to outweigh even the chances of Olympic glory.

What is the result of this professional hockey gossip and the raids on amateur ranks? It can mean but one thing. The lessening of the strength of the teams under the guidance of the O. H. A. and the weakening of amateur hockey generally. Port Arthur of course has its great little junior crew ready for the fray but what of the others. What was looked upon as the best group in Ontario consisting of London, Galt, Stratford and Niagara Falls has become a pro. hockey organization. They all play pro. hockey now. Every player who was good enough to make one of these teams was offered a contract. More results? Take Famous Players for instance with their great array of stars ready for the coming winter. Alfie Moore of the London Ravens, one of the best young goaltenders, slated to don the pads for the Red and White has moved to Detroit and will shortly join the salaried ranks. "Butch" Keeling of the same club slated to come along to Toronto with "Teddy" Bennett for the Famous defence have taken up their abode in Chicago. Toronto teams especially in the Industrial League have been broken up through the inrushing of the big fellows.

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Round About the Studios

MARY PHILBIN will soon start work on the "SHOW BOAT," an Edna Ferber story, released through Universal.

JOHN GILBERT and RENEE ADOREE, of "The Big Parade," will play together again in "DAY OF SOULS," for Metro-Goldwyn-Mayer

"THE GREATEST SHOW ON EARTH," will be Wallace Beery's next for Famous Players-Lasky. The picture will be based on the life of P. T. Barnum, and will cost about $1,000,000. Monta Bell will direct.

GRETA GARBO has the habit of walking off the lot during the filming of a picture. Owing to this, her picture, "DIAMOND HANDCUFFS," is held up, and Metro-Goldwyn-Mayer gave Miss Garbo forty-eight hours to report back to work. She has been gone five days.

EDDIE CANTOR will make another picture for Famous Players-Lasky namely, "SPECIAL DELIVERY."

DOLORES COSTELLO, Warner star of "THE SEA BEAST," has renewed her contract for a period of five years, during which period her salary will be raised to $3,500 a week.

DORIS KENYON is co-featured with LLOYD HUGHES in 'LADIES AT PLAY,' for First National.

PATSY RUTH MILLER
in Warner's box-office hit, "Wolf's Clothing."

RAMON NOVARRO
who played the lead in Metro-Goldwyn-Mayer's gigantic success, "Ben Hur."

"The Black Pirate" Establishes Precedent in Japan

Douglas Fairbanks' "The Black Pirate" set a precedent for motion pictures in Japan when it was simultaneously released October 1st in the nine principal cities of Japan, Tokyo, Yakahama, Nagoya, Kyoto, Osaka, Kobe Okayama, Hiroshima and Sapporo. It is the first time in the history of motion pictures in the Sunrise Kingdom that an American picture has opened simultaneously in more than three cities.

"Bertha, The Sewing Machine Girl" Now in Los Angeles

After five weeks in New York for the exterior sequences, Madge Bellamy and Allan Simpson, who have the leads, are now engaged at the Fox Hills West Coast Studios on the interiors of "Bertha, the Sewing Machine Girl," which Irving Cummings is directing for Fox in a modernized version of the old A. H. Woods' melodrama.

Ernest Maas and Cummings adapted the play, and the continuity is by Gertrude Orr. J. Farrel MacDonald, Arthur Housman, Sally Phipps, Paul Nicholson and Ethel Wales are in the cast. Nicholson also acted in the New York locales.

"HOMESICK" will be Viola Dana's next for F. B. O. Ralph Ince will direct.

JOHNNY HINES' next for First National will be "All Aboard."

RONALD COLMAN will soon be seen as a bold Spanish bandit, and VILMA BANKY as his sweetheart, in "THE NIGHT OF LOVE," for Metro-Goldwyn-Mayer.

A. J. Moeller, president of American Cinema Association, returned Wednesday from a Detroit business trip. Mr. Moeller reports finishing touches are being made on ACA's fifth production, "God's Great Wilderness," at Fine Arts studio in Hollywood. The completion of this picture marks vitually the half way point in ACA's production schedule for this season.

John Barrymore Completes Cast on "The Beloved Rogue"

John Barrymore announced last week the complete supporting cast of his first starring vehicle for United Artists, "The Beloved Rogue," based on the life and loves of Francois Villon, France's 15th century beggar-poet and patriot. Barrymore plays Villon himself, Alan Crosland directs the picture, which is half-completed at the Pickford-Fairbanks studio.

ANTONIO MORENO
appearing in Metro-Goldwyn-Mayer's features, "Love's Blindness" and "The Temptress."

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"THE FOUR HORSEMEN"

There was an impressive revival of "The Four Horsemen of the Apocalypse" at the Regent Theatre, Ottawa under the direction of Manager Ray Tubman, during the week of Nov. 6.

Station CFLC Opened Prescott with N. Y. Band

When the new radio station CFLC was opened at Prescott, Ontario, on Sunday afternoon, November 7, the musical programme was provided by the concert orchestra of the Strand Theatre, Ogdensburg, N.Y., through the kindness of L. J. Carkey, manager of the Strand. The programme included 12 numbers. Much interest was aroused over the fact that the orchestra of a theatre in New York State crossed over into Canada to open a Canadian radio station.

"THE CAMPUS FLIRT" GREAT FOR OTTAWA

Manager J. M. Franklin of B. F. Keith's Theatre, Ottawa, Ontario, reported that one of the most popular pictures that he has played in a long time was "The Campus Flirt," during the week of November 1. It started off with one of the largest matinee crowds that he has ever had on the Monday and the big theatre was packed all week. The presence of several college, collegiates and technical schools in Ottawa was partly responsible for the business while Ottawa is also known as a good sporting town and sport pictures take well.

J. M. Franklin Appointed Chairman Rotary Committee

J. M. Franklin, manager of B. F. Keith's Theatre, Ottawa, Ontario, has been appointed chairman of the local Rotary Club committee to make arrangements for the trip of Rotarians to the International Convention at Ostend, Belgium, next June. Mr. Franklin himself is already preparing for the trip.

Joe Plotell, Director Warner Outside Field Force

Joe Plotell, of Winnipeg, has been appointed director of outside field forces for Warner Brothers' films, following the visit of B. F. Lyon this week. Mr. Lyon is the Canadian divisional manager for Warner Bros. Toronto, and after a visit to the Winnipeg branch has gone on to the Pacific coast.

S. R. KENT

Sydney R. Kent, who underwent an operation for appendicitis at the Harbor Hospital, Tuesday, Nov. 9th, is reported as doing as well as can be expected.

ALMA RUBENS
dainty Fox Star who recently played the lead in "Marriage License."

IRVING CUMMINGS FINISHES "THE COUNTRY BEYOND"

Irving Cummings, film director, Hollywood, stated in Winnipeg this week that film companies will for the next ten years find in Canada portions of exterior settings for their pictures unexcelled in the world. He extolled Jasper Park for one place. Canada should be proud to tell the world the attractions that there is to offer to companies making pictures.

Mr. Cummings has just finished Oliver Curwood's Canadian story, "The Country Beyond," with a company of well known screen celebrities. It required a 100 horse pack train on a three day hike to transport the company and equipment to Maligne Lake, beyond Jasper, in the Rockies, where a 10 day camp was made. Mr. Cummings intends to return in the winter and direct a company in a scene among the glaciers of northern Canada.

SOCIETY NOTES

By Madame Pompadour

Among the people going from New York to Los Angeles, we find Mr. and Mrs. Marcus Loew, Ernest W. Freedman, R. H. Gillespie, Paul Gulick, Jack Dempsey, Estelle Taylor, Henry King, Joseph Hergeshemer, Carmel Meyers and Ned Marin.

Mrs. Charles Chaplin and son, Charles Spencer Jr., wife and son of the screen star, left for a three week visit to Honolulu.

Richard A. Rowland returned from Europe, where he signed up the Russian player, Natali Barrache.

Burton King, the director, has returned to New York from the West.

After vacationing in Europe for four months, Victor Seastrom and family have returned home.

James R. Grainger, general sales manager for Fox Films, is back from the West.

Paramount's director, Herbert Brenon, is leaving for a month's vacation in Bermuda.

Mary Miles Minter sailed for Europe.

In honor of Paul Gulick, the Universal's director of publicity, who made his first visit to California, Mr. Gulick was given a leather shower.

Howard Dietz is expected back from Europe any day.

Mr. Lyon, Toronto, general manager for Canada of Warner Brothers, has been spending a week in Winnipeg with the western manager, I. Allen, one of the best salesmen in the business in the West.

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IRENE RICH
Warner's charming star in "My Official Wife" with Conway Tearle.

"The Last Frontier," a P. D. C. feature, starring William Boyd of "Volga Boatman" fame.

CONRAD NAGEL
the amorous Duke in Metro-Goldwyn-Mayer's adaptation of Elinor Glyn's "The Only Thing."

The "Three Bad Men"—Frank Campeau, Tom Santschi, J. Farrel MacDonald, in Fox's spectacular historical drama, "Three Bad Men."

"Red" Grange window displays were a feature of the exploitation in Los Angeles for the showing at the Million Dollar Theatre there of F. B. O.'s "One Minute To Play," as shown by the photos at the left and center. Right is a ballyhoo used during the run of the picture. The window display based on arrangements between F. B. O. and national distributors of footballs and sweaters for co-operative campaigns throughout the country.

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K L I C K

L I C K

RED GRANGE in One Minute to Play	Kosher Kitty Kelly with Vera Gordon, Nat Carr, Viola Dana
BREED OF THE SEA by Peter B. Kyne	LADDIE by Gene Stratton-Porter
BIGGER THAN BARNUMS George O'Hara Viola Dana - Ralph Ince	Pauline Frederick in Her Honor The Governor
Fred Thomson in A Regular Scout	Viola Dana in BRED IN OLD KENTUCKY

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Vol. 18, No. 30 TORONTO 2, CANADA November 27th, 1926

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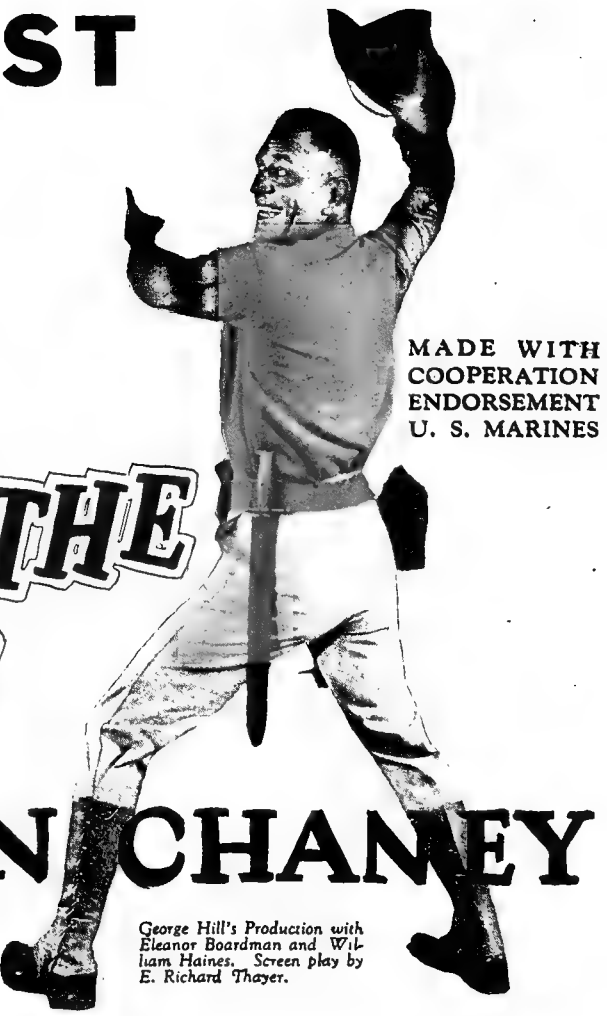

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METRO-GOLDWYN-MAYER

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$2 HIT!

LILLIAN GISH *in*

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VICTOR SEASTROM'S *production with Lars Hanson. Adaptation, scenario and titles by Frances Marion. Directed by Victor Seastrom.*

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PARAM
Outclasses Othe

Directors

James Cruze	Eric Pommer	Frank Lloyd
Herbert Brenon	Malcolm St. Clair	Wm. Beaudine
Edward Sutherland	Frank Tuttle	Monta Bell
Eric Von Stroheim	Ernst Lubitsch	

Tin Gods	Mantrap
Padlocked	The Quarterback
Nell Gwyn	Kid Boots

-- CO

The Rough Riders - Beau Geste - London
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The Public as well as Exhibitors kn
Paramount has the Stars!

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Stars

Harold Lloyd	Adolphe Menjou	Clara Bow
Thos. Meighan	Ricardo Cortez	Pola Negri
Wallace Beery	Florence Vidor	Alice Joyce
Richard Dix	Gilda Gray	Mary Brian
Douglas MacLean	Bebe Daniels	And Others

The Campus Flirt	Ace of Cads
Eagle of the Sea	Variety
Aloma of South Seas	We're In The Navy Now
	And Many Others

IG --

Harold Lloyd - Old Ironsides - Sorrows of Satan
anadian - Casey at the Bat

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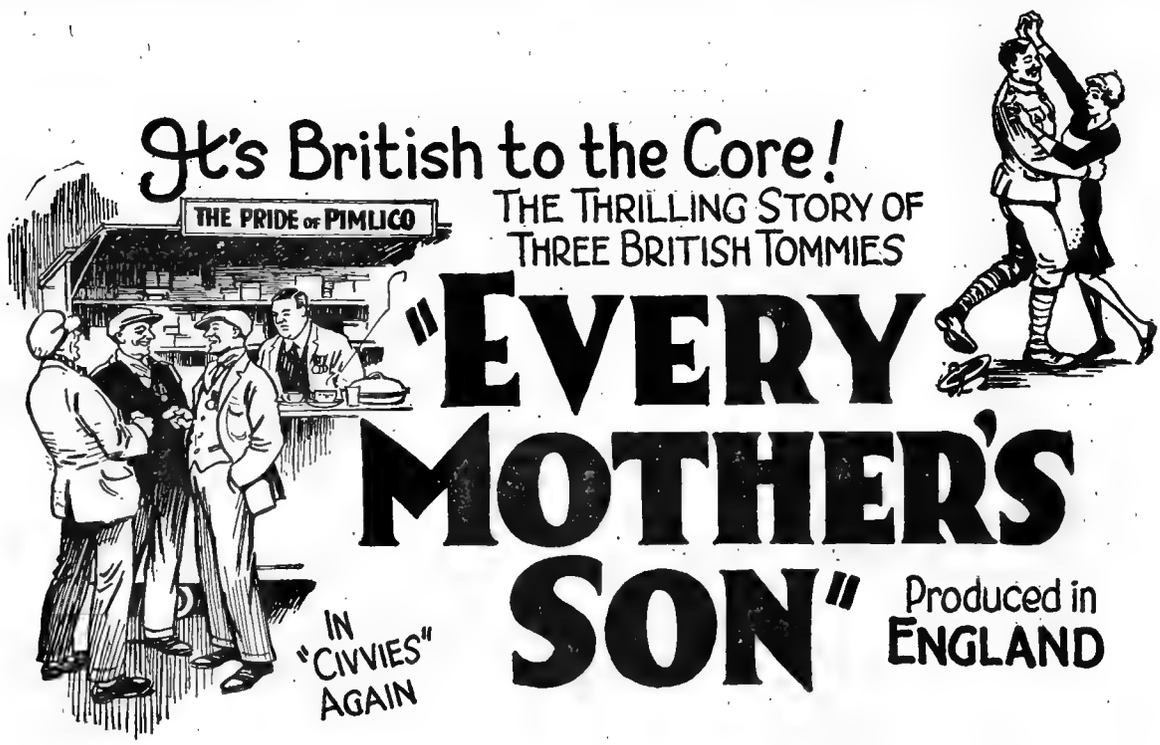

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RAY LEWIS
Editor and Managing Director
GEORGE C. WILLIAMS
President

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Established in 1915 for Exhibitors
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Ray Presents

I SAW the presentation of Educational's "Blue Boy" at the Tivoli, Toronto.

I admire Tom Daley, the manager of this theatre. He is alive to his job, and quick to sense values.

* * *

The prologue which he utilized in conjunction with "The Blue Boy" made a feature of this short subject, and led up naturally and artistically to the big feature, F. B. O.'s "Laddie" from the story by Gene Stratton Porter.

* * *

"LADDIE" is a "homey" story, all about leading "the simple life," and it was interesting to observe the number of old-fashioned folks who watched the screen adaptation of the story.

To some of them it must have been a great event. They were certainly having the "treat of their lives."

* * *

I attended another first run house in Toronto, and was surprised to see the conductor of the orchestra, unlike his men, attired in a business suit.

The spotlight was utilized twice, full upon him and showed up his brown suit and flowered tie conspicuously.

* * *

THE "FLAIR" which "full dress" or "dinner jacket" lends to the position of orchestral conductor should not be overlooked. It is not fair to the house; and if the conductor would only realize it has a deteriorating reaction on the effect of his efforts.

* * *

And while we are talking about conductors, my mind travels to presentation Either do them artistically or eliminate them altogether, substituting a short film feature. This advice for the big house.

(Continued on Page 10)

"Play Ball"

WITH the passing out of Hiram Abrams, President of the United Artists Corp., who entered upon the Great Adventure at the age of 48, I for one, hope that the "hoodoo" upon this Industry has at last been broken; and that the late Hiram Abrams will be the last of our big men to fade out of the Motion Picture Industry.

It has been written that sealed in Pandora's casket were all the "ills to which the flesh is heir," and that had this beautiful lady refrained from peering therein, we might have enjoyed an earthly immortality.

It is human to blame that which is unpleasant upon some "hoodoo," or upon someone outside of ourselves. We are loth to accept the responsibility for the misfortunes which we bring upon ourselves, so I, having a reputation for being a disciple of Diogenes, ever-ready with pen in hand, in lieu of a lantern to search out the truth, must disclose what I have found; and this is the "hoodoo" as I see it with which this Industry of ours has been afflicted.

To much pressure, directed by organizations and directed by individual ambition, drives men to their graves.

The stakes are alluring, the possibilities of shouting "Excelsior" perhaps unequalled in any other industrial enterprise; and so we all beat ourselves into a frenzy of endeavor; and we are not primed in case of physical disabilities to fight back and live.

"Play Ball," golf, hockey, ice skates, roller skates, pinochle, "ponies"—"Play Ball" in any form which offers you recreational leisure, preferably out-door sports!

This is a business which borders upon hysteria, and even the most iron-jawed of our leaders has an emotional fibre threaded through his make-up, which plays havoc with an organism which after all is not made up of steel, but of flesh and bone—and this analysed down to its fine point is largely moisture, or water.

"Play Ball." You may not get all your plans completed today, but you will be here tomorrow, and after all no man has any business to even think of "passing out" at forty-eight.

Ray Lewis

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WHAT DO YOU MEAN—"STARS"!

FIRST NATIONAL means **SCREEN** Stars—**MEN** and **WOMEN** who have **PROVED** their **TIME-AFTER-TIME POPULARITY** with the **SCREEN PUBLIC!**—No **ONE-TIME** draws—No **NEWSPAPER ACTORS**—No **FLY-BY-NIGHT** Favorites, but **NAMES** that are **KNOWN** wherever **FILMS** are **SHOWN.**—You **DON'T** have to **TELL'EM** who First National's Stars **ARE**—or **WHY.**—They **KNOW!** Like First National **PICTURES,** First National **STARS** have reputations built on **HIT** after **HIT**—**WEEK** after **WEEK**—**EVERY WEEK!**

FIRST NATIONAL MEANS—PUBLIC-MADE FAVORITES!

FIRST NATIONAL FIRST!

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Millions football mad.
Greatest year in history.
Never such crowds.
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Must be good, though.
"Forever After" is—and how! Greatest gridiron action. Loveliest campus romance.
Get your share of million-dollar football gates. Book this one quick. Play it quick.
You'll wish you'd rented Yale Bowl to hold the crowds!

IT HAS EVERYTHING THAT MAKES FOR BOX OFFICE RECORDS

First National Pictures, Inc.
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"FOREVER AFTER"

with

MARY ASTOR
and LLOYD HUGHES

Adapted from Owen Davis' Stage Success

Directed by F. Harmon Weight

Production Management
B. P. Fineman

First National Pictures

FIRST NATIONAL FIRST!

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Ray Presents

(Continued from Page 7)

Nothing hurts a big house more than an amateurish or cheaply presented prologue.

Analyse the reaction on your audience. Here is a theatre on which thousands have been spent in interior and exterior decorations, illumination, oriental rugs, and works of art as added embellishments, rest rooms and lounges beautifully and artistically appointed; and then you ask this same audience which has had all these things offered to them in advance of the presentation, to be satisfied with a tawdry prologue offering; a set cut out of cardboard, or something equally as inexpensive, upon which a full white light is thrown to show up the stuff of which it has been made.

* * *

Instead of helping the house, it is a "knock." Sets for presentation can be made most effective and artistic, without much cost through the use of draperies and the wizardry of lights.

* * *

TAKE the time to go out in the front of your house and see a full dress rehearsal of your prologue, so that you may polish off the "rough edges," for it is this finesse which makes of the simplest prologue, a thing of enjoyment, and artistic delight, an asset to the box-office which registers the result of your effort.

LAST MINUTE NEWS

The Honourable Anthony Asquith, the son of the Earl and Countess of Oxford, has embarked on a film career much to the astonishment of London society.

Bruce Woolf, producer for British Instructional Films told "The Telegram" that "Ypres" was sold to Canada for $2,500 and earned $100,000, and that they expected to get "Mons" for the same figure.

Imperial Conference, sub-committee, London, dealing with the motion picture problem did no find a solution to the vexing question.

Britain may establish quota regulations compelling distribution of a fixed percentage, 10 or 12½ per cent of British-made films throughout the British Empire. This classification to include films made in the Dominions. Regulations would not apply to the Dominions where the use of British films depends on the demand.

James W. Stuber, sportsman, editor of Columbus, Ohio, and Frank C. Byrne, Associated Screen News Cameraman, are making a motion picture feature for the Canadian Pacific Railway and arrived in St. John for the purpose of taking some scenes there and of the Reversing Falls.

J. E. ARCHER

First National Branch Manager at Vancouver, entered the distributing field with First National as Branch Manager of that company at Calgary. A yearning for the Pacific's soft breezes was responsible for his acceptance of the Vancouver Branch with Regal, which position he soon after surrendered for the post of Office Manager with Famous-Lasky on the coast. Occupying this position for five years he gained a thorough knowledge of every detail of branch operation. His capabilities were recognized by First National in September, 1925, and Joe is happily located in that section of the Dominion which he loves best.

Western Ontario Women's Institutes Convention, Metropolitan Hall, London, Ont., embodied in a resolution from Kingsville, a closer censorship of movies.

Luncheon given in honor of Mrs. J. A. Wilson of Ottawa, Ont., President of the National Council of Women of Canada, at Brantford, Ont. Mrs. Wilson in her address touched upon films and movies in general declaring that public sentiment demanded better films and that movie managers were doing their utmost to meet with that demand. Poor films were passing away and the censorship of films was becoming less of a problem.

One of the interesting developments of the Third Conference National Federation of University Women, which took place last summer in Montreal was disclosed by Miss C. I. Mackenzie, the secretary of the Conference in an address before the McGill Alumnae Society, November 16th. Miss Mackenzie urged the members to take up the study of movie censorship in Canada with a view to securing a Dominion Censorship to replace the separate boards.

Famous may not produce in Victoria. Incorporation a matter of regulation in compliance with British Columbia law explains N. L. Nathanson, managing director of the Famous Players Canadian Corporation.

Lasky Studio wires Victoria Chamber of Commerce it does not intend to establish a studio in Canada.

Toronto Theatres

UPTOWN — "We're in the Navy Now," with Wallace Beery and Raymond Hatton—Paramount. A hilarious comedy, with the stars of "Behind the Front." The audience "roar" with laughter, while the box office "rolls" in the money. Class B plus.

PANTAGES — "The Lily," with Belle Bennett, Reata Hoyt, and Ian Keith — Fox. Belle Bennett again sways the audience with her emotional powers, as in "Stella Dallas," and the supporting cast is excellent. Miss Bennett lifts the picture into a Class B plus.

LOEW'S — "So's Your Old Man," with W. C. Fields — Paramount. Great. W. C. Fields at his best. Exhibitors will make no mistake in booking this sure-winner. Class B plus.

TIVOLI — "Gigolo," with Rod La Roque, Jobyna Ralston and Louise Dresser—Regal. Delightful entertainment. Clever individual work. La Roque a fascinating "Gigolo." Class B.

REGENT — "Beau Geste," Ronald Colman, Alice Joyce and Noah Beery. Paramount Class A. Still holding its own in its seventh week.

Neighborhood Theatres

PALACE — "The Midnight Sun," with Laura La Plante—Universal. Sparkling Laura adds another laurel to her wreath. Class B. "The Ace of Cads," with Adolphe Menjou — Paramount. Menjou fans will enjoy this picture. Good box-office draw. Class B.

ST. CLAIR — "The Waltz Dream," All Star Cast—U.F.A. Good entertainment. Class B. Distinctive. "Three Bad men," Frank Campeau, Tom Santschi and J. Farrel MacDonald. Another Fox success. Class A.

YORK — "Mare Nostrum," with Alice Terry—Metro-Goldwyn-Mayer. Fair Alice has a splendid opportunity to display her charms and her ability. Moreno good. Class B. "Nell Gwyn," with Dorothy Gish — Paramount-British National. Class A. Dorothy delightful in this sparkling comedy of court life.

COLLEGE — "The Quarterback," with Richard Dix — Paramount. Richard keeps things humming all through the picture. Class B plus.

ALHAMBRA—"The Campus Flirt," with Bebe Daniels — Paramount. A college story with Bebe at her best. Class B. "Three Bad Men" Fox.

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SECRET SERVICE

By FLAPPER SHERLOCK

This column is conducted by a Flapper Movie Fan. We are publishing just as she has written her news, unedited—seeing ourselves as others see us might prove entertaining. —*ED.*

Marion Nixon has been given her decree of divorce from her prize-fighting husband, Joe Benjamin. Marion's better-half used her as a "sparring" partner once too often.

Wedding bells will ring soon for Jobyna Ralston and Dick Arlen. Despite the fact that the "prophet" or in other words the "wonder" fortune teller of Hollywood sees a dark future for this couple, they are determined to become man and wife. We wish them loads of luck.

Things will soon be fixed up, as far as the Vidors are concerned. You know that Florence and the King have been divorced, and the King has married Eleanor Boardman. So Florence is going to follow her ex-husband's footsteps, and is going to marry George Fitzmaurice in the very near future.

Joseph Schildkraut and his wife have re-united again. Poor Joseph, love certainly isn't running smooth for him, but this fighting and making up business is "being done," it makes the marriage state less monotonous.

N. L. Jackson, accountant for Famous Players Canadian Corp., is engaged to some fair person, name unknown, non-resident of Toronto, wonder who she may be?

Grant Withers and Alberta Vaughn have announced their engagement. Withers is a recent divorcee and his ex-wife is suing him for $300 alimony that is coming to her. Grant must be a "hound" for punishment.

Paul Stein, director of several of Pola Negri's most successful European productions, having just completed "My Official Wife," with Irene Rich, for Warner Bros., went out and got himself a wife. His elopement was a surprise to everyone in the film colony. The lucky bride is Olga Kuntze, an Opera singer from Berlin. Mr. Stein will next direct Irene Rich in "Don't Tell the Wife," which should give him a little useful information for his private use.

Quebec To Have Million Dollar Theatre

E. F. Albee, of the Keith circuit, is affiliating with the Auditorium Theatre interests, Quebec, and it is to be one of the finest theatres in Canada. Seating capacity enlarged to seat 3,000 and a complete change of interior and exterior decorations, that is said to involve one million dollars in moving picture money.

Union Wanted Among "Prop" Help

The electricians, scenic artists, stage hands, and carpenters are fighting for a union that will include the following: Union shop, an eight-hour day, time and a half for overtime, double time for Sundays, pay for six legal holidays, re-adjustment of wage rates in conference with union standards. The date set for these demands is Dec. 1st.

"BIG PARADE" GETS 1925 GOLD MEDAL

"The Big Parade" has been selected as the best motion picture, according to readers of the Photoplay Magazine, for the year of 1926, and will be awarded the Gold Medal.

The honour roll for 1926 lists: John Gilbert, Clara Bow, Rudolph Valentino, May Allison, John Barrymore, Lois Moran, Adolphe Menjou, Gloria Swanson, Emil Jannings, Belle Bennett, Ramon Novarro, and H. B. Warner.

John Fairbanks Dead

John Fairbanks, brother of Douglas Fairbanks, died at his home, after a lingering illness. Mr. Fairbanks was 52 years of age, and was vice-president and general manager of the Douglas Fairbanks Pictures Corp.

DOROTHY GISH ORDERED OUT OF HYDE PARK

While Dorothy Gish was being photographed for a British film in Hyde Park, she was ordered out by Captain Hacking, under-secretary of the Home Office, with the explanation that film making was not allowed in the royal parks.

With the public calling for more British pictures, such "red tape" permission is inexcusable and as suggested by Lady Astor, full permission should have been extended.

Major J. Graham Purchases Orpheum, Moose Jaw

Major J. Graham, owner of the Metropolitan and the Rose Theatres in Regina, Sask., and also the Dominion Theatre in Yorkton, Sask., has purchased the Orpheum Theatre in Moose Jaw, Sask.

Jack Frankland Appointed Manager Regent, Winnipeg

Jack Frankland, former manager of Crescent Theatre, of Henry Morton Theatres Limited, has been appointed manager of Regent Theatre.

Al. Lichtman, President of United Artists

Al Lichtman was made President of United Artists Corporation one week before the sad demise of Hiram Abrams.

Mr. Abrams had intended taking a vacation, for six months, and in his absence, Mr. Lichtman was to officiate as President.

Theatre Manager Fined

Gedeas Viau, of the Crystal Palace Theatre, Montreal, Que., was fined $50.00 and costs for allowing children to enter his theatre without a proper guardian.

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Mayor Swain Officiates Opens Plaza, Winnipeg

N. Rosthein, Owner--"The Greater Glory" Feature

Mayor Swain, of St. Boniface, Man., the Cathedral City, situated across the Red River from Winnipeg, the night of Tuesday, Nov. 23rd, in the presence of a large audience including many of the aldermen and members of the legislature and the federal parliament, opened the new Plaza Theatre, Marion Street, which has been in course of construction for the past six months, and will cost when completed $75,000.

It will seat 800 people and has all modern improvements including an ample stage. N. Rosthein is the builder and owner and the opening production was "The Greater Glory." Everyone spoke highly of the appointments of this theatre and congratulated the owner heartily.

Within another month Mr. Rosthein will open a second theatre, built on similar lines, seating 700 persons, which has been called "The Rose," and is located on Sargent Avenue at the corner of McGregor Street, Winnipeg, in a well populated district of wage earners. The cost of this house was around $75,000, although its seating capacity is less.

"O WHAT A NURSE" GOES OVER GREAT

The Capitol Theatre, in Winnipeg, presented "O What a Nurse!" Saturday, Nov. 20th, and this Syd Chaplin production went over big, everyone enjoying the humour and the vivacity of the many vivid scenes. The stage setting and the Capitolians, under Earle Hill's direction, with Syd Barnes, announcer, added much to the delight of the programme presented. Syd Chaplin impersonating a woman, repeated his triumphs in "Charley's Aunt" and was assisted by a capable cast.

"THE TEMPTRESS"

"The Temptress" presented the week of Nov. 13th at the Winnipeg Capitol, was voted a success by the large audiences present and added further laurels to the work of H. M. Thomas, who is directing the Capitol.

During the time when the funeral of Hiram Abrams, President of the United Artists Corporation was being held in Portland, Maine, the local office, 162 Union Street, St. John, N.B., was closed for two hours out of respect to the memory of the late President.

"THREE BAD MEN" HELD OVER AT PROVINCE

Helmer Jernberg, president of the Manitoba Screen Club, also the owner of the Province Theatre, Winnipeg, picked a good production for his house recently in "Three Bad Men." It was received by crowded houses and was carried over for a second week when the business was very large. The picture was well advertised on billboards and in newspapers weeks in advance, in a unique and attractive manner.

Imperial St. John Building Up Community Service Angle

The Imperial Theatre, St. John, has been living up to its splendid record as a community centre, several concerts in aid of various charities being given there.

These entertainments held after the performance, are very popular and the willing assistance of the staff is greatly appreciated. The most recent affair was a sacred concert held by the Elks at which the receipts were donated to less fortunate citizens, through the medium of the Associated Charities and the Saint Vincent de Paul Society. Also at the Imperial Theatre, drawings for beautiful prizes presented in aid of the Protestant Orphans were held and the occasion received much publicity.

F. G. SPENCER TRANSFERS THEATRE HOLDINGS YARMOUTH NOVA SCOTIA

Theatrical circles heard with interest the news that F. G. Spencer had transferred his holdings in Yarmouth, N.S. to the Yarmouth Amusement and Theatrical Company Limited. These properties formerly held by the F. G. Spencer Amusement Company, consist of the People's Theatre and the People's Block in Main Street, Yarmouth. The amount of money involved is considerable.

The new owners who will take possession at once, are the same company which a few years ago took over the old Empress Theatre in Yarmouth and re-opened it as the Strand Theatre.

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SCREEN CLUB, WINNIPEG ENTERTAINS SESSUE HAYAKAWA

Sessue Hayakawa, the noted Japanese picture actor, was in Winnipeg the week of Nov. 15 in person and while the production, "The Bandit Prince" gave him no chance to display romantic acting on the Orpheum Theatre programme, it being a "mellor" of the highest grade, there was much interest in his appearance, many having enjoyed his pictures in the past, although for the past three years none have been shown in Winnipeg, managers claiming that they cannot get by with them any more. Mr. Hayakawa was entertained by the Screen Club of Winnipeg at a Luncheon.

"EVERY MOTHER'S SON" CROWDS METROPOLITAN

"Syncopating Sue" Follows To Big Business Also

Following the tremendous success of "Every Mother's Son" during Armistice Week at the Metropolitan Theatre, Winnipeg, when hundreds were turned away or forced to stand in the lobby for a half-hour and an hour many nights of its presentation, Walter Davis, the manager, presented "Syncopating Sue," the week of Nov. 15th, and this proved to be one of the most entertaining of pictures, with Corinne Griffith starring. Manager Davis, by his personal attention to the patrons of this house and the skill in presenting the stage programme with the orchestra in full view of the audience, and the best of local talent performing, has won a way into the hearts of Winnipeg picture goers no other manager has ever succeeded in doing in this house. Mr. Davis has brought the Metropolitan up from a poorly attended house to one that is running the Capitol for honors.

Photodrome Theatre, Toronto Pays Fox Film Corp.

Judge Tytler rendered a verdict in favor of Fox Films Limited, in their suit against the Photodrome Theatre, Toronto, Ont., for breach of contract. The amount sued for was $890.00, the cost to cover film rental.

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Screen Interests of Manitoba Fighting Against Amusement Tax

Premier Bracken Promises Support if Members Back Abolition

The Screen Club, of Winnipeg, whose membership consists of all the leading managers of the larger motion picture theatres in Winnipeg and of the several film exchanges, has been moved into the Birks building, where more suitable quarters have been secured. The club, in co-operation with the Manitoba Exhibitors Association and the Film Exchange Association, has been vigorously at work to secure the removal of the tax on theatre tickets, up to 50 cents. They have had the assurance of Premier Bracken that as soon as there is a strong feeling manifested in the legislature against this form of taxation, he will get behind the movement.

At the last session the motion picture men only required the votes of three of the members in committee to have the clause taxing this price of tickets eliminated in the Act. With the help of rural exhibitors, the Screen Club claims to have now more than the necessary number of members on their side of the question and feel fully assured that early in the new year overboard will go this burdensome tax on the public.

All that is asked is the removal of the tax on theatre admissions up to 50 cents. The legitimate theatres will have to fight the tax on the higher priced tickets, as the 50 cents covers the cost of admission to nearly all the large productions shown in Winnipeg and the province of Manitoba.

The campaign is being carried on vigorously to insure its success. In Saskatchewan, some of the centres have a double tax; one imposed by the government and the other by the municipalities; in each case it is 10 per cent of the price of admission. So the picture men of that province have a hard fight ahead of them. Last year the province secured $350,000 from the Amusement Tax, from fairs, circuses, hockey matches, carnivals, and high class concerts, but the greater part came from the theatres.

Dorchester, N.B. Institute Enjoys Picture Screenings

An enjoyable showing of motion pictures was held on Thanksgiving Day at the Dorchester Penal Institution. The films were chiefly educational ones supplied from Ottawa. A pleasing programme of songs and readings added greatly to the entertainment which is annually given.

Sparkling MARIE PREVOST in another P. D. C. sparkler, "For Wives Only."

SPORTS

By LIONEL HARPER

News, startling and otherwise, is flying fast in and around the Toronto sporting world. The latest fling taken by Dame Rumour has Percy Bossin, sterling net-guardian of the Famous Players city champions of last season stepping into pro. ranks. There are those who say that Percy had that little thing in mind when he left Toronto and the domains of the Regal Exchange. The likely thing however is that the peerless one received offers from the professional magnates when he landed in Detroit from the tug plying between there and Windsor. The gossips have him playing with one of the clubs in the newly formed Canadian professional league or possibly one of the minor teams in a smaller league which is being formed and which will open its season the first week in January. There is no doubt but that Bossin could hold his own with the net guardians of the minor pro. loop. Those who are familiar with his record of last winter when he was one of the main reasons why the Famous went through the season with such a low average in goals scored against them.

Echoes are still flying from the baseball diamond or is it the distant call of the ice breaking up in the Spring. Archie Laurie, the big genial fellow at the Regal Exchange is one of the head spokesmen for the Beaver Club in the Ossington Park League, the largest amateur association in Toronto baseball circles. Last season found Freddie Rose, the big thirdbaseman of the Famous, hitting and fielding his way to fame with the Beavers. This season Laurie may have three more of the Famous as additions to his club which hopes to depose the champion Oslers this coming summer. Archie may persuade Tracy Shaw, the North Toronto catcher from the Spalding League, Abb Jackson from the East Toronto and perhaps Lefty Cartwright to gather under his colors. These additions would make the Beavers the fighting aggregation they were in years past when they were always at the top of the heap looking down at their lowly opponents.

The big bubble which was created by the Famous regarding their bowling league seems to have burst. However, a few remnants are left. Norman Jackson along with J. A. Matheson wended their way up to Karry's the other evening with the result that Jackson came away with the handsome total of 373. Now any five-pin bowler knows that 373 is some game.

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N. L. Nathanson Principal Speaker Bach Farewell

First National's Canadian District Manager, W. A. Bach, Transferred to England.

The film colony of Toronto recently gathered to bid "bon voyage" and the best of luck to W. A. Bach, Canadian District Manager with First National for the past year, who has been transferred to England in charge of sales in the British Isles. About one hundred attended the farewell dinner at the King Edward Hotel and every distributing company was represented by its local executive and other officials. N. L. Nathanson, Managing Director of Famous Players Canadian Corporation, was the principal speaker and he expressed the feelings of all present by regretting the departure of a good fellow, sincere friend and worthy member of the Industry. Mr. Nathanson predicted an excellent future for him in England and felt that Canada's loss was England's gain. Mr. Nathanson, on behalf of those assembled, presented Mr. Bach with a handsome cut glass and sterling silver liqueur set. Arthur Cohen, President of Regal Films Limited, brought down the house when he referred to Bill as being a descendant of the famous composer who, when he crashed forth chords on the organ, the milk soured for miles around. R. S. Bell, Acting District Manager of First National, following a brief speech, made a presentation of a large sterling silver bowl with cut glass flower holder, the gift of the Canadian Branch Managers. The recipient of these marks of friendship, in making acknowledgement of the gifts, thanked his many friends for their splendid support and encouragement and expressed sincere regret at having to leave them.

The esteem in which W. A. Bach is held by his associates was further evidenced when the Toronto Exchange staff made him a gift of a club bag. Jim Foy, Branch Manager, making the presentation with a few intimate and kindly remarks.

Capitol Orchestra Extends Musical Community Service

The orchestra of the Capitol Theatre, Ottawa, Ontario, has been making a number of special apearances at luncheons of the service clubs of the city and the theatre, which was reopened some weeks ago with James T. Moxley as manager, has been securing much prominence.

I. W. Allen, Fal s Down Elevator Shaft

I. W. Allen, supervisor of sales for Warner Brothers in western Canada, met with a very serious accident when he fell down the elevator shaft in the Film Exchange building, Winnipeg, and broke both his arms, above the wrist and bruising his right leg. The fall was 15 feet on to a hard cement floor. Had the distance been greater the fall would have been fatal.

Mr. Allen was with Mrs. Allen at the time and after visiting the office of the company, went to enter the elevator which he had just left, but in the meantime some one had sent it up to a higher floor and Mr. Allen stepped out on the air. He is now in the Winnipeg General Hospital, his arms being in a plaster cast. Mr. Allen is first cousin to Jules and Jay J. Allen and is well-known in eastern as well as western film circles.

H. M. Thomas Attends Opening Paramount Theatre Bldg.

H. M. Thomas, western divisional manager of the Famous Players Canadian Corporation, has been absent from Winnipeg for one week, during which he attended the opening of Adolph Zukor's new $3,000,000 theatre, which is in the new Paramount skyscraper building in Times Square, being erected at a cost of $17,000,000.

Adolph Zukor came from Hungary 37 years ago with $40 as his sole possession in the way of money. He is now a multi-millionaire and the great power in the motion picture world, states Mr. Thomas.

LT.-COL. T. NEWCOMEN VISITS CANADIAN OFFICE

Joseph Skelly Visits Canadian Office

Lieut. Col. T. Newcomen is the manager of the Winnipeg branch of the Film Booking Offices, which have recently opened their new headquarters in the Film Exchange building, due to an extension of their business in Winnipeg and western centres theatres. Branches are now in Vancouver, Calgary, St. John, Montreal, as well as the head office in Toronto. This coast to coast chain reflects the wonderful strides the company has made during the last three years under the leadership of the new president J. P. Kennedy, of Boston, Joseph Skelly, of New York, special representative of the company, recently visited Winnipeg, and expressed great confidence in the future of the motion picture business in western Canada. They will shortly show in the West Red Grange in "One Minute to Play." Lieut. Col. Newcomen entered the film business two years ago on his retirement from the army.

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Round About the Studios

GERTRUDE ASTOR will be seen in "THE CAT AND THE CANARY," starring LAURA LA PLANTE, for Universal.

"EASY PICKINGS," will be ANNA Q. NILSSON'S next starring vehicle, with KENNETH HARLAN playing opposite. It is a FIRST NATIONAL picture.

ALMA RUBENS, after her splendid acting in "MARRIAGE LICENSE," will be seen in "MARRIAGE," directed by R. William Neill, for FOX.

KING BAGGOT will direct FIRST NATIONAL'S picture, "THE RIVER," starring ANNA Q. NILSSON and LEWIS STONE.

Having made such a good pair in "THE NERVOUS WRECK," PHYLLIS HAVER and HARRISON FORD will be co-starred in "NO CONTROL," Scott Sydney will direct, and it will be a METRO-GOLDWYN-MAYER picture.

JOHN BARRYMORE and DOLORES COSTELLO, players who thrilled theatre-goers in "The Sea Beast," will be seen again in "MANON." Miss Costello is steadily rising to fame under the WARNER banner.

MADGE BELLAMY
the dainty Fox star appearing in "Summer Bachelors."

JOHN GILBERT will be starred in "TWELVE MILES OUT," for METRO-GOLDWYN-MAYER.

"SUNYA," is the name of GLORIA SWANSON'S next for UNITED ARTISTS.

At last it's here! "IT," starring CLARA BOW and ANTONIO MORENO, is being released by PARAMOUNT pictures. Seeing it is one of Elinor Glyn's, it is sure to be a flapper attraction.

LEW CODY and NORMA SHEARER will be the leading players in "THE DEMI-BRIDE," for METRO-GOLDWYN-MAYER.

ROY D'ARCY
who again demonstrates his ability in Metro-Goldwyn-Mayer's "Bardelys the Magnificent."

"DON'T TELL THE WIFE," starring IRENE RICH and HUNTLY GORDON, will soon be released by WARNER BROS.

The Yankee Clipper With "Ould England"

A reproduction of the court of Queen Victoria will be one of the great scenes in "The Yankee Clipper" which Rupert Julian is producing for De Mille, with William Boyd and Elinor Fair featured. Julia Faye will play Queen Victoria. A bit of old England it seems is forthcoming in this P. D. C. release.

RIN-TIN-TIN
only a dog but one of the most popular bets in our Industry. Now doing a real lead stunt in Warner's "While London Sleeps."

MADGE BELLAMY is playing the leading role in "BERTHA, THE SEWING MACHINE GIRL," for Fox.

No one can say COLLEEN MOORE isn't a hard working girl, immediately after completing "ORCHIDS AND ERMINE," she will start work on "BENNY." In this picture Miss Moore will wear boy's clothes. These pictures are released by FIRST NATIONAL.

"THE MISSING LINK," with SYD CHAPLIN, is nearing completion at the WARNER STUDIO.

WALLACE BEERY will be crowned in his next picture. He will play the leading role in PARAMOUNT'S "LOUIS XIV."

Wonder what company CORINNE GRIFFITH will work for, now that her contract with FIRST NATIONAL has expired? Looks as if UNITED ARTISTS might bid for the fair Corinne. As yet nothing definite is settled.

"WOLF'S CLOTHING," starring MONTE BLUE and PATSY RUTH MILLER will soon be released by WARNERS.

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A landslide!
A Dramatic Thunderbolt with America's Greatest Emotional Actress
A Gripping Drama of the struggle between Mother Love and Official Duty
PAULINE FREDERICK
in
Her Honor The GOVERNOR
Distributed by GREATER FBO
FILM BOOKING OFFICES of Canada Ltd. INC.

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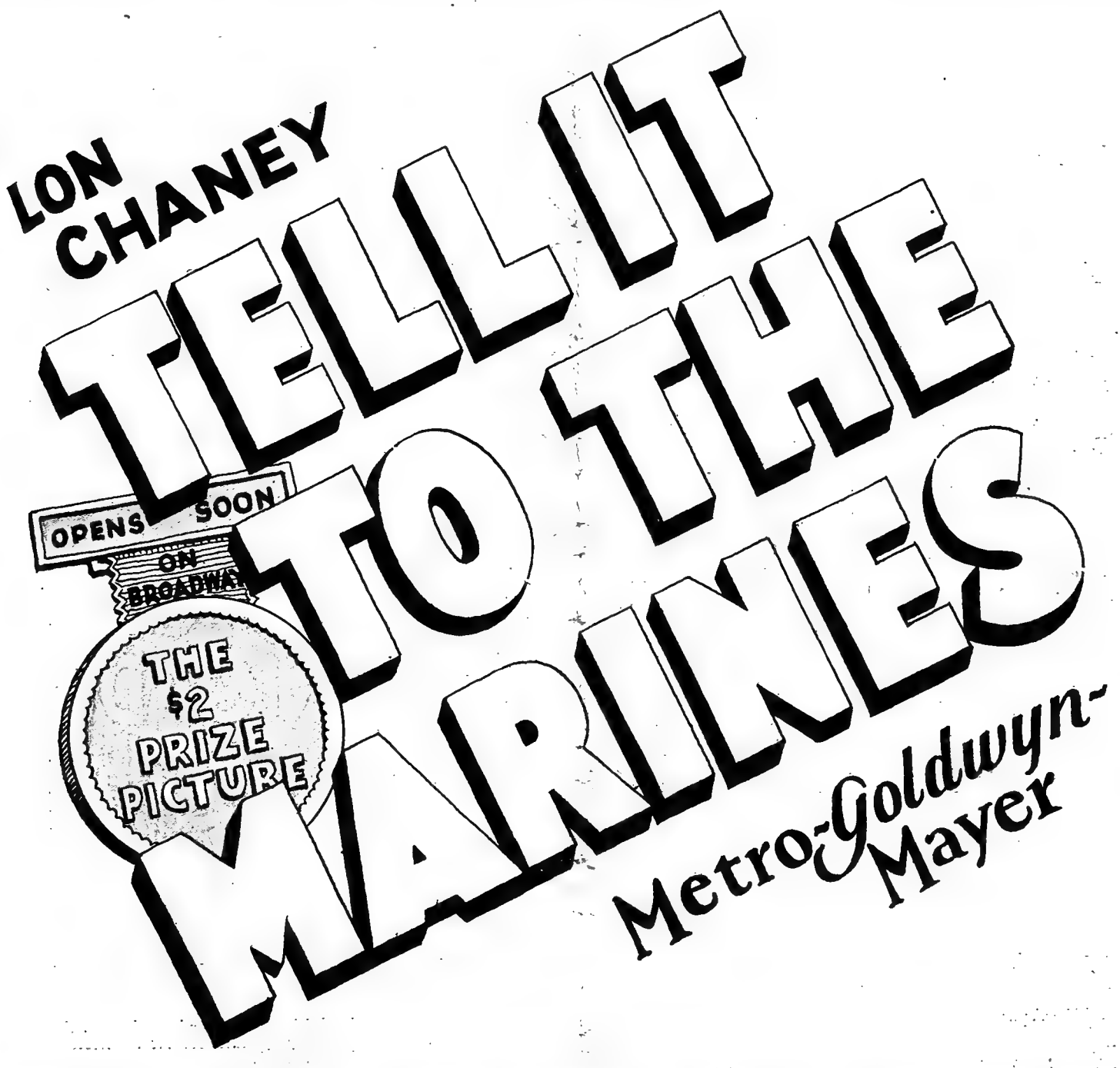
Dec 26

CANADIAN MOVING PICTURE DIGEST

Vol. 18, No. 31 TORONTO 2, CANADA December 4th, 1926



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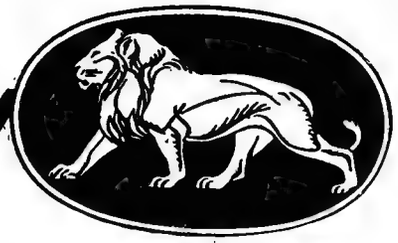
Coming



to set this industry ablaze!

3 GLORIOUS HITS from Metro-Goldwyn-Mayer

Nation-wide Release

LILLIAN GISH in The SCARLET LETTER

4th Great Month on Broadway at $2

By Nathaniel Hawthorne, with Lars Hanson. A Victor Seastrom production. Adaptation and Scenario by Frances Marion. Titles by Frances Marion. Directed by Victor Seastrom.

Coming!

LON CHANEY in TELL IT TO THE MARINES

Opens soon on Broadway at $2

With Eleanor Boardman, William Haines and Carmel Myers. A George Hill production. Screen play by E. Richard Schayer. Titles by Joe Farnham. Directed by George Hill.

Coming!

The FIRE BRIGADE

The Epic Photoplay of the Heroes of Peace

BROADWAY AWAITS ITS GREAT $2.00 OPENING

With May McAvoy and Charles Ray. From the story by Kate Corbaley. Directed by William Nigh.

SOMEBODY'S GOING TO GET THESE PRIZES!

Act Now! Tomorrow may be too late!

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Riding a New Wave

of

Popularity

that's

Thomas Meighan

IN

"THE CANADIAN"

Directed by Wm. Beaudine, and prepared for the Screen by Arthur Stringer, a Canadian.

What could possibly be a Bigger Clean-up than this adventure Romance

- A Paramount Picture -

Famous-Lasky Film Service, Ltd.

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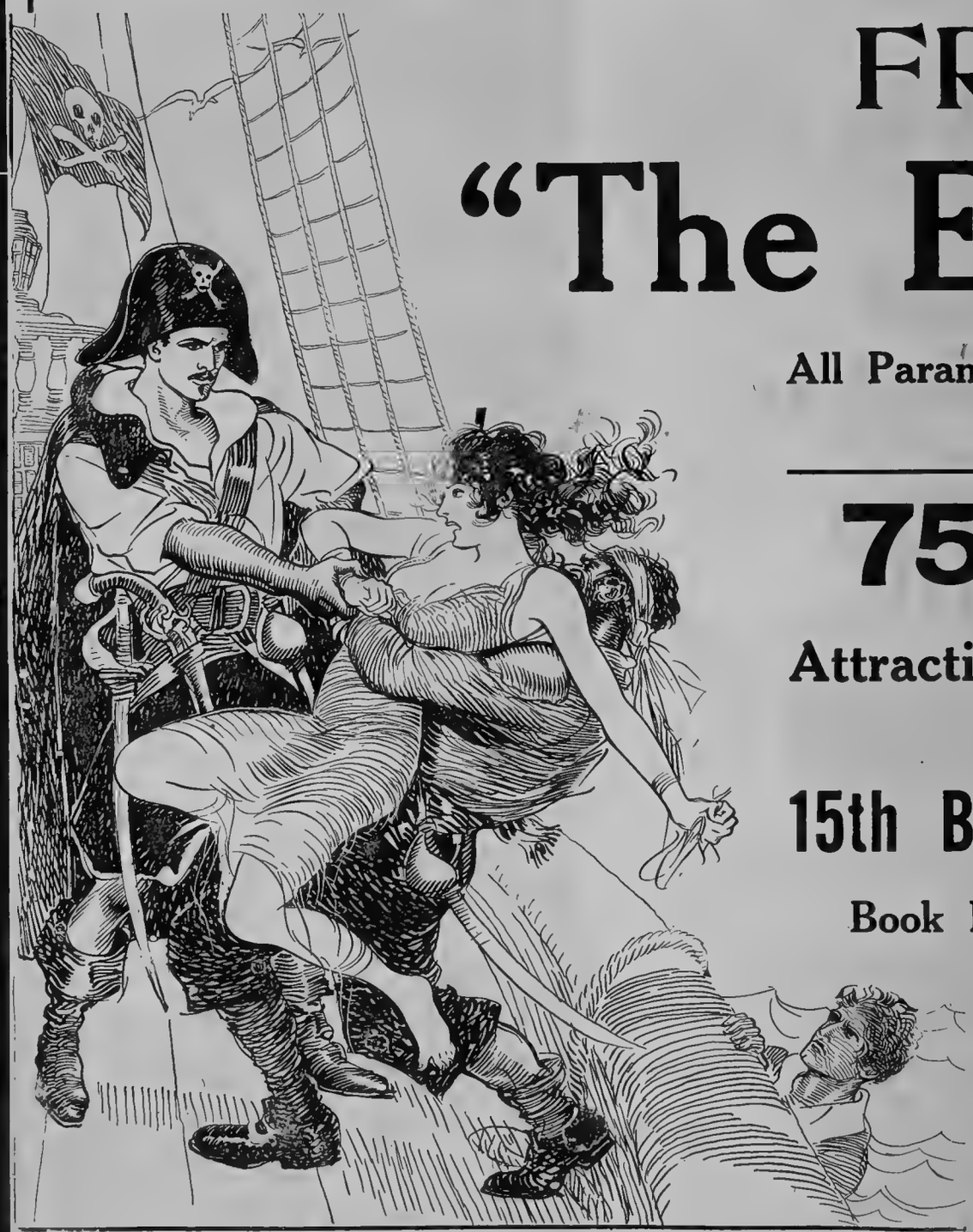

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15th Birthday Gro

Book Now the Greate
Productions th
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WITH
Florence Vidor
Ricardo Cortez

A Paramount Picture

n Service Limited

WINNIPEG - CALGARY - VANCOUVER

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MARSHALL NEILAN

Knows what to put into a Picture to make it interesting---and this one spells

- BOX-OFFICE -

Look at the Cast in

"Everybody's Acting"

BETTY BRONSON

Ford Sterling, Louise Dresser, Laurence Gray, Henry Walthall, Raymond Hitchcock, Stuart Holmes, Philo McCullogh, Jocelyn Lee and others.

You'll find in "Everybody's Acting" the Betty Bronson of "Peter Pan"—

You'll Be Proud Also You Booked this

- Paramount Picture -

Famous-Lasky Film Service Ltd.

St. John - Montreal
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Canadian Moving Picture DIGEST

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RAY LEWIS
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GEORGE C. WILLIAMS
President

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Vol. 18, No. 31. TORONTO, CANADA December 4th, 1926

Ray Presents

IT is reported that a hotel to accommodate 1,000 guests, will be erected in Toronto, regardless of the results of the present elections. The venture will involve an investment of $8,000,000.

* * *

If building is a sign of prosperity, we are surely approaching prosperous times.

A recent interview with a representative of MacLean's Daily Reports disclosed some interesting facts:

* * *

DISREGARDING the large number of new homes, large and small, and engineering contracts such as the Leaside Bridge, North Toronto Sewage system and the viaduct, a glance over the new large commercial and other buildings at present under construction clearly shows that Toronto is moving ahead—fast.

* * *

The most evident improvement during the past year has been on Bay Street between College and Bloor and this is just the beginning. Right now, the Bloor Building on the South East Corner of Bay and Bloor is being completed. Farther down Bay Street, on the other side, above Charles, an up to date Auto Show Room is under construction. At Grosvenor Street, work has commenced on a factory and showroom building.

* * *

IN the line of apartment houses, the Cawthra Mansions, opposite the Central Public Library on College St., now being built, costing around four hundred thousand dollars in three sections, another on Wellesley Street, $200,000, and one on Yonge Street, just south of Lawrence Park Entrance are illustrations of the larger type now in progress.

(Continued on Page 8)

450,000,000 Britishers

THE POSSIBILITY of the introduction of Empire-wide quota legislation turned the eyes, of at least the American Industry, towards the Imperial Conference in London. That conference has closed without arriving at a solution of the vexing question of building up a British Film Industry throughout the British Empire.

It appears that the British Interests are concerned with the present status of the British Film Industry; and have at last sensed the value of this Picture Industry in relationship to Trade and Commerce, in relationship to every phase which goes towards the building of a nation, an Empire.

The present attitude is in line with the general British attitude towards its problems, it lets the world, as we say, know that it is cognizant of the obligations which its problems present, both to the British and to the world; and it gives itself and the world an opportunity to come to amiable terms.

In relationship to the Picture Industry the American Interests now have their chance to husband a market which represents 450,000,000 souls, an Empire which includes about one quarter of the earth's population; and in territory covers one quarter of the earth's surface.

It is for the American Picture Industry to regard in the manufacture of its pictures that it is, in addition to its own market, catering to a market which is over four times its own population, not taking into consideration the peoples outside of the British Empire to which the American Picture Industry sells films; and who have been heard to demur also.

If America understands the Britisher, and surely America must understand since the U. S. is but a "chip of the old block," if America has comprehension, it will realize that the British are feeling the film situation very keenly to have made as much "noise" about it as they have.

Such an attitude needs careful handling; and it is within the hands of the American Film Industry, whether the present feeling will pass away, or becoming intensified, precipitate the undesirable and unprofitable legislation so widely discussed.

Make International Motion Pictures—Oranges may grow in California; and preserve the flavour of their nativity, but films should have a world flavour.

Ray Lewis

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Ray Presents

(Continued from Page 7)

There are many proposals, close to actuality, which will likely be proceeded with before many months have passed. A downtown hotel to cost $1,000,000, *another at* $750,000, *and a two million dollar apartment hotel uptown at Bloor Street and Avenue Road, illustrate what is projected in this line. And of course the Casa Loma proposal which may now proceed. When the Windsor Building goes ahead at Bloor and Balmuto Street, that section will look more than ever like the lower downtown section. It is estimated that it will cost* $2,500,000. *The proposed office and display building at Yonge and Breadalbane Streets will enhance the appearance of that corner.*

* * *

Proposals for a new hospital, several industrial plants, churches, downtown and community theatres, and schools, are moving apace also. Altogether the situation is very bright and pleasing.

* * *

FIRST NATIONAL'S prize letter contest closes December 10th. Exhibitors who have not yet sent in their letters on the First National Banner Group which they have secured, send in your letters now.

A few definite words explaining the reasons for your purchase may win the prize. "Hit the bull's eye" with some headline facts. Fifty dollars first prize. Twenty-five for the second best letter. Decisions in the Christmas issue of The Digest.

* * *

Harry Ginsler's new theatre, seating about 500, on Danforth Avenue, Toronto, will open December 15th. No name yet selected for this theatre. The Coleman Electric Service are equipping the theatre with two De Luxe Motiograph Mazda Outfits and a Sunlight Gold Fibre Screen.

* * *

Bob Stevens, of Sudbury, is building a new theatre at Sturgeon Falls. Equipment by Coleman Electric.

* * *

"MAC" of "Mac Observes" fame, editor of the Exhibitors Daily Review, has been appointed National chairman of the Editorial Committee introducing "Laugh Month" for January, 1927. The campaign for making this month wax merry in entertainment and box-office returns will be disclosed from time to time in these columns. A local film manager will be appointed to serve as a representative on the general committee, for Toronto.

* * *

Aimee McPherson is not averse to appearing in motion pictures. Aimee is good-looking and a splendid actress. Incidentally, if carefully handled and not thrust upon the public flamboyantly, methinks that titian-haired Aimee would make good at the box-office.

* * *

EDUCATIONAL will release a series of CHADWICK pictures. A glance over the titles induces one to announce that Educational in their adoption of these full length features are heading in a profitable direction.

* * *

"The Spotlight" has faded out to make room for "The Screen Press." O light of my youthful vision, adios!

W. A. OWENS

First National Branch Manager at St. John joined that company in November, 1924, as salesman and in April, 1926, was elevated to the post of management in the same exchange. Art as he is familiarly known, is a typical "bluenose" and real mariner. He was formerly an amateur boxer of some repute. He still deals with both hands and abides by all the rules of the game.

PETERBORO RADIO CLUB EXHIBITS RADIO FILMS

The Canadian General Electric Co.'s radio branch loaned the Peterboro Radio Club their reels of radio film during a recent meeting of the club in the Chamber of Commerce. The reports in connection with these radio films is that they are both interesting and instructive.

Toronto Theatres

UPTOWN—"Sparrows," with Mary Pickford — United Artists — Class B. Mary almost the "littlest girl" among her "brood."

PANTAGES — "Her Big Night," with Laura La Plante — Universal. Class B. Laura always good to look at, is given plenty of scope in this fast moving comedy.

LOEW'S — "The Magician," with Alice Terry and Paul Wegener—Metro-Goldwyn-Mayer. Class B. Alice in a real "spooky" mystery melodrama, abounding in thrills.

TIVOLI — "Love's Blindness," with Pauline Starke and Antonio Moreno — Metro-Goldwyn-Mayer. One of Elinor Glyn's most daring flights of imagination with a sure popular appeal for adults. Class B.

REGENT — "Beau Geste," with Ronald Colman, Noah Beery and an outstanding cast held over for its eighth week by popular request. Class A.

Neighborhood Theatres

PALACE — "The Ace of Cads," with Adolphe Menjou—Paramount. Class B. Menjou fans will enjoy this picture. "Stella Dallas," with Belle Bennett — United Artists—Class B. plus Belle Bennett and supporting cast excellent.

ST. CLAIR — "Three Bad Men," All Star Cast — Fox. An epic. "Men of Steel," with Milton Sills. and Doris Kenyon—First National —Class A. Excellent box-office attraction.

COLLEGE — "It Must Be Love," with Colleen Moore — First National. Class B plus. A "delicatessen" love-story that is a wonder for entertainment. "Mare Nostrum," with Alice Terry and Antonio Moreno—Metro-Goldwyn-Mayer. Class B. Some very high spots.

BEACH — "One Minute To Play," with Red Grange—F. B. O. Class A. "Red" registers and the picture goes over great. "Mare Nostrum," with Alice Terry and Antonio Moreno — Metro-Goldwyn-Mayer.

CAPITOL—"One Minute To Play," with Red Grange—F. B. O. "Stella Dallas," with Belle Bennett — United Artists.

PARKDALE—"The Midnight Sun," with Laura La Plante—Universal. Class B. Spectacular melodrama. "Kid Boots," with Eddie Cantor—Paramount. Class B. Eddie as a comedian creeps in on Buster Keaton's position. Clara Bow as cute as ever.

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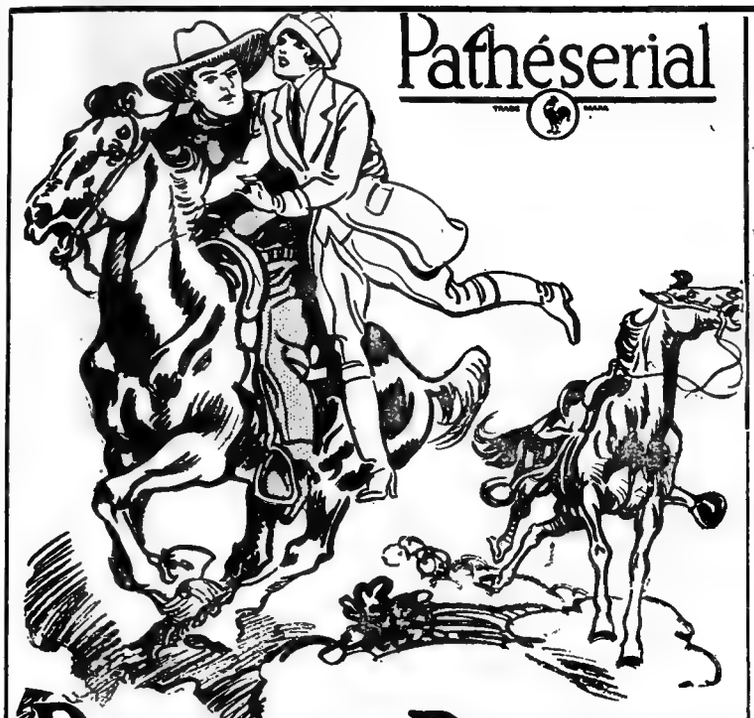

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DOROTHY PHILLIPS in The BAR C MYSTERY

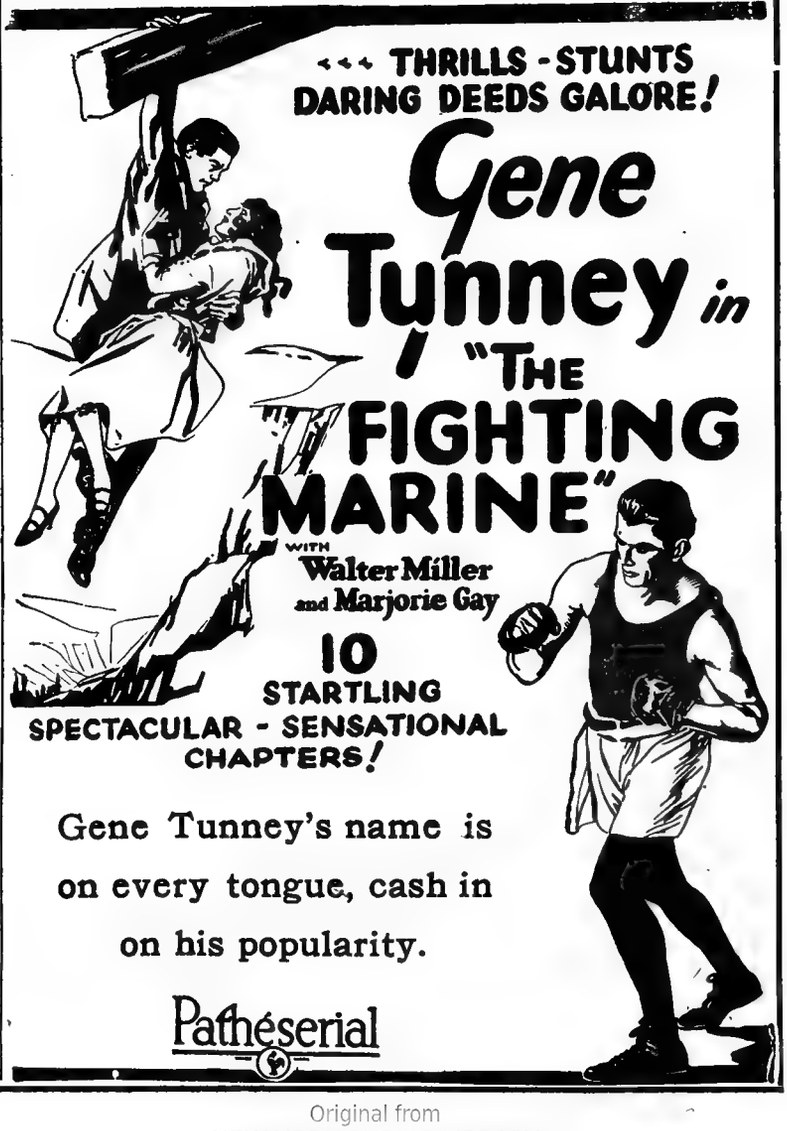
Pathe Serials are Produced with as much Care as the Biggest Super-Specials

Regal Films

Sole Canadian Distributors

Serials Bring the Crowds Week After Week

Pathe Serials are Each in Ten Episodes



Gene Tunney's name is on every tongue, cash in on his popularity.

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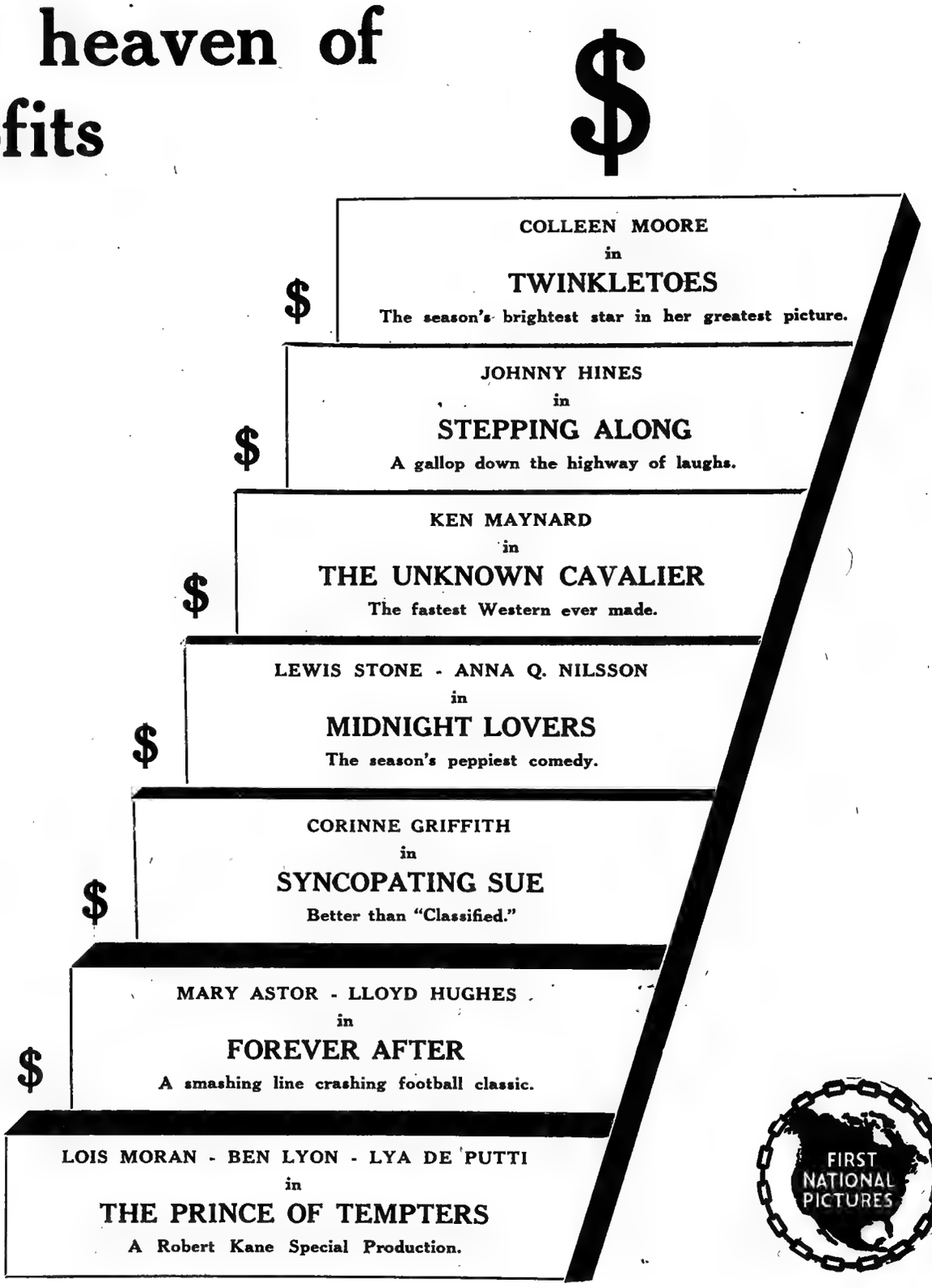
They'll shout it from the housetops!
The SILENT LOVER
is
MILTON SILLS'
best all-around picture!
First National is proud of you, Milton Sills.
You gave America's showmen the mightiest drama of the year—"Men of Steel"!
—A screen fight that's already written in the history books, in "Paradise".
—"Puppets" . . . romance that moved a million hearts.
And now you've packed all 3 in one—in this tremendous "Silent Lover"!
Burning color, too—dashing horsemanship—thrill and mystery of the Famous Foreign Legion.
You've given them all you've got in this one, Milton.—And that's an awful lot.
First National is mighty proud of you!
First National Pictures
Presented by
First National Pictures, Inc.
Adapted from Lajos Biro's play
"The Legionary"
Scenario by
Carey Wilson
Directed by
George Archainbaud
Production Management
Carey Wilson
N.Y. STRAND Opening Nov. 13th
TONY GA
FIRST NATIONAL FIRST!

7 steps to the 7th heaven of profits



Step into those Mr. Showman and you'll step into your bank with the biggest deposits you've made in years

FIRST NATIONAL FIRST

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AL CHRISTIE'S Riotous Rampant Comedy Sensation!

"The NERVOUS WRECK"

With
HARRISON FORD
PHYLLIS HAVER
CHESTER CONKLIN
MACK SWAIN AND
HOBART BOSWORTH
Adapted by
F. McGREW WILLIS
From the dramatization by
OWEN DAVIS
Based upon the story "The WRECK"
by E. J. RATH
Produced on the stage by
LEWIS and GORDON
Directed by SCOTT SIDNEY

It's a Box Office Hit

You Never Ran a Better Feature Comedy

You Can Book It Now

Regal Films Limited

Sole Distributors for Canada

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The Field of Arbitration

The Film Boards in developing the Arbitration Board appear to have instituted a very necessary instrument of service in our Industry, despite the various criticisms with which it has been afflicted.

In a recent talk with J. F. Myers, chairman of the Arbitration Board, Toronto, he explained clearly the function of the Arbitration Board, which was not a centre before which to bring disputes between exhibitors and distributors, but a bureau which endeavored to give judgment according to the Standard Exhibitors Contract signed by exhibitors and distributors; and which perforce must be the deciding factor in the matter of all Arbitration Board decisions.

CHARLES C. PETTIJOHN
Director-General of the Film Boards of Trade.

The officers in Toronto, including Mr. Myers, are: Louis Klar, of Educational, and J. Berman, of United Artists. The alternates, Jim Foy, of First National; and Louis Rosenfeld, of Columbia Pictures.

The exhibitors are represented by S. Major, Harry Alexander and Joe Cohen, all officers of the M. P. T. O. A. with alternates J. C. Brady and Roy O'Connor, the president and secretary of the M. P. T. O. A.

The Film Board of Trade, Toronto, has as its president, Mr. A. C. Benson, of the Famous Players-Lasky; J. F. Myers, of Warner Bros., vice-president, and G. O. Burnett, secretary.

Clause 20 of the Exhibitors Standard Contract:

TWENTIETH: The parties hereto agree that before either of them shall resort to any court to determine, enforce or protect the legal rights of either hereunder, each shall submit to the Board of Arbitration (established or constituted pursuant to rules and regulations now on file in the office of the Motion Picture Distributors and Exhibitors of Canada bearing date March 31st, 1926, and identified by the signature of its President, a copy of which will be furnished to the Exhibitor upon request,) in the city wherein is situated the Exchange of Distributor from which the Exhibitor is served or if there be no such Joint Board of Arbitration in such city then to the Board of Arbitration in the city nearest thereto (unless the parties hereto agree in writing that such submission shall be made to a Board of Arbitration located in another special city,) all claims and controversies arising hereunder for determination pursuant to the rules of procedure and practice adopted by such Board of Arbitration.

The parties hereto further agree to abide by and forthwith comply with any decision and award of such Board of Arbitration and any such Arbitration proceedings, and agree and consent that any such decision or award shall be enforceable in or by any court of competent jurisdiction pursuant to the laws of such jurisdiction now or hereafter in force; and each party hereto hereby waives the right of trial by jury upon any issue arising under this contract, and agrees to accept as conclusive the findings of fact made by any such Board of Arbitration, and consents to the introduction of such findings in evidence in any judicial proceeding.

In the event that the Exhibitor shall fail or refuse to consent to submit to arbitration any claim or controversy arising under this or any other film service contract providing for arbitration which the Exhibitor may have with the Distributor or any other Distributor or to abide by and forthwith comply with any decision or award of such Board of Arbitration upon any such claims or controversy so submitted, or if the Exhibitor shall be found by such Board of Arbitration in any such arbitration proceeding to have been guilty of such a breach of contract as shall the opinion of such Board of Arbitration justify the Distributor or any other Distributor in requiring security in dealing with the Exhibitor, the Distributor may, at its option demand, for its protection and as security for the performance by the Exhibitor of this and all other existing contracts between the parties hereto, payment by the Exhibitor of an additional sum, not exceeding $500.00 under each existing contract, such sum to be repaid by the Distributor until the complete performance of all such contracts and then applied, at the option of the Distributor, against any sum finally due or against any damages determined by said Board of Arbitration to be due to the Distributor, the balance, if any, to be returned to the Exhibitor, and in the event of the Exhibitor's failure to pay such additional sum within seven (7) days after demand, the Distributor may be written notice to the Exhibitor suspend service hereunder until said sum shall be paid and/or terminate this contract.

In the event that the Distributor shall fail or refuse to consent to the submission to arbitration of any claim or controversy arising under this or any other film service contract providing for arbitration which the Distributor may have with the Exhibitor, or to abide by and forthwith comply with any decision or award of such Board of Arbitration upon any such claim or controversy so submitted, or if the Distributor shall be found by such Boards of Arbitration in any such Arbitration proceedings to have been guilty of such a breach of contract as shall in the opinion of such Board of Arbitration justify the Exhibitor in refusing to deal with the Distributor, the Exhibitor may at his option terminate this and any other existing contract between the Exhibitor and the Distributor by mailing notice by registered mailing notice by registered mail within two (2) weeks after such failure, refusal, or finding, and in addition the Distributor shall not be entitled to redress from such Board of Arbitration upon any claim or claims against any Exhibitor until the Distributor shall have complied with such decision, and in the meanwhile the provisions of the first paragraph of this Article Twenty shall not apply to any such claim or claims.

Any such termination by either party, however, shall be without prejudice to any other right or remedy which the party so terminating may have by reason of any such breach of contract by the other party.

The provisions of this contract relating to Arbitration shall be construed according to the law of the Province of Ontario.

The Arbitration Clause of the Exhibitors' Standard Contract compiled through the joint efforts of the officers of the American M. P. T. O. A. and the Hays' Organization, together with the other clauses in this contract, would have to be eliminated, or modified in order that the Arbitration Board shall function out of its present jurisdiction.

The Film Board of Trade, I am under the impression, acts as a "clearing house" in the matter of Arbitration cases, deciding whether the distributor has a case for arbitration; and also officiates as a Bureau from which information is given out, governing the conduct of producers and distributors in relationship to city, provincial and dominion ordinances, in the conduct of their business.

It also acts as a regulator or balance one might say, in the conduct of the Industry, making uniform and practical such procedure as is beneficial to the interests of all, and adjusting the responsibility among the various interests.

In the development of the Film Boards, I see much of the usefulness of the Distributors' Association taken care of by the new order.

That both the Film Boards and their natural offspring, Arbitration, should not be welcomed with "open arms," is not surprising. The uses and abuses of all things, whether they be in the scientific field, the utopian realm, are necessarily operative only in the hands of Mankind; and will react either to the benefit of those who secure the control, or for the general advancement of an Industry, a community, a nation, according to the vision which its creators are capable of comprehending and expressing.

The field of operation which the Film Boards can exercise, the M. P. T. O. A. or other exhibitors' associations can exercise, the functioning power of the Arbitration Boards, can be diverted to the general good of the Industry, or perverted to base uses.

One expects more from an adult than from a child, what we have to watch are the instincts, and the habits which are forming, or evidencing themselves in the child.

The same holds good of the Arbitration Board, it is still growing; and our interest should not be directed towards smothering the child, but directing its instincts so that it may form the right kind of habits.

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Sir Robert Peel Escorts Lady Peel to New York

Beatrice Lillie, English Peer's Wife in M-G-M "Exit Smiling"

Traveling six thousand miles to escort his wife from Los Angeles to New York is the strenuously chivolrous act of Sir Robert Peel, British peer. Peel arrived at the Metro-Goldwyn-Mayer studios the day his wife, famous on the stage as Beatrice Lillie, finished her first screen role in "Exit Smiling" and the two at once left for New York, where the famous comedienne will fill a stage engagement.

Sir Robert traveled from London to New York to meet Lady Peel, and, after escorting her to New York, will at once sail again for England.

Sir Robert is six feet in height, famous in Britain as a sportsman, athlete, and bowler at cricket. He is the grandson of Sir Robert Peel, Queen Victoria's famous prime minister who organized the London police force—and after whom London bobbies are known as "peelers" even to this day.

Miss Lillie and he were married while she was starring in London in musical comedy. During her stage engagements she is known as Beatrice Lillie.

Sir Robert was amazed at the great area of the studios where his famous wife made her screen debut. "In England" he said, "our largest studio wouldn't fill the corner of one of your large buildings."

He also says he'll return with his wife after her stage engagement, when she will make another picture. "I have heard so much about Catalina tunas," he remarked, "that I simply must catch one."

"Exit Smiling," which marks Beatrice Lillie's film debut under the M-G-M banner, is an original screen story prepared for her use by Marc Connelly, noted playwright. Sam Taylor, famous for his work on many Harold Lloyd comedies, directed the picture, and the cast includes Jack Pickford, DeWitt Jennings, Tenen Holtz, Louise Lorraine and many other notable players.

WARNER TAX FREE MUSIC CUE SHEETS

I saw a cue-sheet which Warner Bros. are using in connection with "Across the Pacific," starring Monte Blue. It gives you a list of music cues with Taxable and Tax-free music suitable for the picture. I understand from Mr. Lyons, the Canadian manager, that Warners issue these cue sheets on all their features.

A tensely dramatic moment, in "The Four Horsemen," with Rudolph Valentino and Alice Terry—Metro-Goldwyn-Mayer's sensationally successful revival.

W. C. FIELDS IN "THE POTTERS"

"The Potters," W. C. Fields' latest Paramount starring vehicle, from the stage play of the same name by J. P. McEvoy, has gone into production at the Long Island studio, with Fred Newmeyer directing.

Fields will play "Pa Potter," the typical down-trodden American family man; Mary Alden will be "Ma" and Ivy Harris and Jack Egan will be seen as their offspring. Richard "Skeets" Gallagher of musical comedy fame plays Red Miller, with whom Mamie Potter elopes.

"THE AUTO THIEVES"

A new Van Bibber comedy, "The Auto Thieves," is now in production at the Fox Studios. Beside Earle Foxe, who plays Van Bibber, the cast contains Virginia Bradford, Ben Bard Ralph Sipperly, Fred Walton. Orville Dull is directing.

CANADIAN PRINTS USED ON AMERICAN PRODUCTIONS

Famous Players and Warner Bros. are now having all their prints on features made in Canada. The amount of money thus saved on duties, etc., runs into the many thousands, and the business which this gives Canada by way of industry is of considerable importance. The Associated Screen News of Canada, with which organization Mr. Morrish is connected, head office in Montreal, is the organization in whose laboratory these prints are being made.

VITAPHONE SECURES SERVICES MORE ARTISTS

The Vitaphone Corporation entered into an arrangement with the Brunswick, Balke, Collender Company whereby it has made another big advance in securing the exclusive services of all the noted singers, instrumentalists and artists in the musical world. By virtue of this arrangement the Vitaphone Corporation secures license to enter into exclusive contracts with all the artists controlled by the Brunswick, Balke, Collender Company.

Among the Brunswick artists already registered under this arrangement are the New York Philharmonic Orchestra, Al Jolson, and the Vincent Lopez Orchestra. The right to negotiate with other Brunswick artists is now being exercised by the Vitaphone Corporation.

"KOSHER KITTY KELLY" GETS THREE WEEK'S RUN

"Kosher Kitty Kelly," the F.B.O. Gold Bond, had its run extended for a third week at the beautiful Figueroa Theatre in Los Angeles.

The picture opened to great business and had a brilliant premiere, more than thirty of the F. B. O. stars and featured players making personal appearances on the stage. The business grew to record-breaking proportions, a strange thing being that the first three days of the second week proved even better at the box-office than the first three days of the first week. Then the Figueroa management, which is not given to extended runs, decided upon the third week.

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LOS ANGELES ACCLAIMS "THE MAGICIAN" AS TRIUMPH

Opens Loew's, Toronto, Week Nov. 29th

"The Magician," Rex Ingram's most recent picture for Metro-Goldwyn, which had its New York premiere at the Capitol Theatre, Oct. 24, has been acclaimed by critics following its opening to capacity business at Loew's State Theatre in Los Angeles as one of the famous director's greatest triumphs.

A dramatization of Somerset Maugham's vivid novel of the same name, "The Magician" tells a hauntingly powerful tale of the spell cast over a young girl by a demented student of the occult. It opens up a singularly rich and colorful phase of Ingram's directorial genius. In support of Alice Terry in the cast is a striking array of foreign talent, including Paul Wegener, Firmin Gemier and Ivan Petrovitch. The picture, which is staged on a spectacular scale, was completed by Ingram after months of intensive work abroad. It is the second of three successive pictures to be made by the noted director on foreign soil, the first being "Mare Nostrum," and the third "The Garden of Allah," occupying Ingram's talent at present, with many exteriors to be made in North Africa.

"THE BETTER 'OLE"

Warner's production of "The Better 'Ole," with Syd Chaplin opens at the Regent, Toronto, Dec. 27th, to be followed by "Don Juan" with John Barrymore.

COLUMBIA, ST. THOMAS SCREENS ARMISTICE EVENTS

The Columbia Theatre, St. Thomas, Ont., engaged the services of a camera man to screen all the events which took place on Thanksgiving and Armistice Day. The film was shown as a special feature during the week of November 15th. "Shots" were taken of the military parade, ceremonies at Memorial Hospital, decoration of soldiers, monument, public services at Granite Curling Rink, and at the City Hall where General Williams and his staff, including the city council and city officials took the salute as the troops marched past. The management told the people of St. Thomas to "get out and get filmed, Monday," and the whole town turned out in holiday mood, and in such mood were recorded.

BRITISH FILM COMBINE TO OUST U. S. MONOPOLY

A "practical business proposition" has been lanuched, it is reported, by British promoters which partakes of the nature of an inter-empire arrangement which will virtually amount to a British Empire film combination as big as the biggest in the U. S. arena. Canada is expected to play an important part in this combine which is already opening branches in Australia and New Zealand. Capital will be raised in each dominion. It is to be hoped that the British promoters sound the standing of those interests who are willing to "play" with British capital and at least give the British enterprise a decent start towards success. The world is so full of "wind-bags" who are always ready to take a chance with the other fellow's money.

TIVOLI, ST. THOMAS INSTALLS A WOMAN MANAGER

Antoinette Ward is the new Tivoli Theatre Manager at St. Thomas, Ont. Reports state that she is a real, live "show-woman." The Tivoli was formerly managed by Thomas Forhan who left to accept the management of the Famous Theatre at Welland. Miss Ward was manager of the Grand Theatre in St. Catharines before it was destroyed by fire and later on became the manager at the Griffin.

ROD LA ROQUE STARRING IN "HIS DOG"

"His Dog," Albert Payson Terhune's widely read novel of a man's great love for his dog and a dog's great love for his master, is to find its place in the films, with Rod La Rocque in the starring role, according to word from the De Mille studio.

This Terhune story is said to present a new type of dog character, in that, rather than showing the dog as the hero, overshadowing all the other characters by virtue of his physical prowess, it reveals the innocent devotion of a dog for his best pal.

La Rocque only recently completed the starring role in "The Cruise of the Jasper B," a screen version of the humorous novel by Don Marquis, and is starting in "His Dog" after but a few day's vacation. Albert Shelby LeVino wrote the screen story.

John Barrymore in "Manon"

"Manon" is the fourth feature picture in which John Barrymore has figured for Warner Bros., the previous ones having been "Beau Brummel," "The Sea Beast," and "Don Juan," which is now being seen here and in several of the big cities of the country.

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PROJECTION

By GUY E. McALLAN

The reflective type screen such as an aluminum surface is very efficient in houses of the long and narrow type and many projectionists have attempted with small success to make one for their own theatre as such surfaces when bought factory-made run into a good sum of money.

Most home-made screens of this type fail for the reason that the projected picture seems to have a sort of haze over its surface which effect is caused by reason that the metal surface screen has both regular and diffiuse reflection in its make-up. However, if the screen is made up as follows it will be found to be satisfactory in every way, it being understood that such a type screen is not adapted to the house of the wide type which requires a highly diffusive type screen.

The canvass surface is first prepared and then given a through coating of rather thin shellac, while this is still quite wet it is sprayed with aluminum bronzing powder which can be obtained from any paint store, enough should be sprayed on the wet surface so as to give a fairly thick even coating, when the shellac has dried the screen will be ready for use.

* * *

The traveling projectionist often wishes to tell if a circuit is carrying A. C. or D. C. in the absence of other ways the following will be found a good way to tell.

A small carbon type lamp is screwed into a socket and a small horseshoe magnet brought near the bulb, if it is carrying D. C. the coil of the filament will be attracted to one side of the bulb where if it is carrying A. C. the filament will vibrate.

* * *

When buying a mirror for any reason, it can be tested as follows: Hold a small coin such as a nickle with its edge against the glass and note the distance between the image of the coin and the edge of the real coin, this distance is the thickness of the mirror, the greater the distance the better the mirror.

RADIO MOTION PICTURES

For the first time in Canada a demonstration of radio motion pictures will be made as one of the main features of the Toronto Radio Show, under the auspices of the Wireless Association of Ontario. Both the transmission and reception of these pictures will be shown by L. W. Mitchell, B. A. Z.

LADY COWAN HEADS DEPUTATION IN PROTEST

Appear Before Sir William Joyson-Hicks, Home Secretary Protesting Exhibition American Films.

A deputation representing eleven patriotic organizations, introduced by Lady Cowan, Chairman of the British Woman's Patriotic League, asked Sir William Joynson-Hicks, the Home Secretary to prevent the release of "The Unknown Solider," during Armistice Week. Sir William sympathized but stated action was outside of his jurisdiction.

The deputation stated that the film "outraged British sentiment," and the feelings of those who had last loved ones in the war, by the introduction of a sickly sentimental story alien to our traditions and in many respects offensive to mourners at Armistice Day ceremonies."

There is a clause by which the London County Council is empowered to act, the clause reading that films may be barred "which are likely to be in any way offensive to public feeling."

Another protest was registered against "The Best People." The trouble here was that an English Lord was depicted as a "coward and a fool" and appears in the picture to have been kicked about by the prodigal son of an American millionaire. The deputation claimed that 99 out of every 100 Britons could take this young American across their knees and administer to him a spanking. This piece of business was not introduced in the film which might have atoned for the other humiliating incidents. The deputation also had something to say about the British Censor Board which they are alleged to have called the "tools of the motion picture Trade" since the Trade paid the members of the Board their salaries.

It is a pity that the Industry in America does not use a little better judgment in its distribution of films in countries which are scheduled as foreign, and especially during a period in which there is a marked anti-American film agitation.

FOX GET $890.00 SUIT AGAINST PHOTODROME

Judge Tyler rendered a decision in favor of the Fox Film Corp. Ltd., in their suit against the Photodrome Theatre, Toronto, for breach of contract. The court awarded the plaintiffs $890.00 and costs covering film rental on three films contracted for but not exhibited. The defense denied being party of an agreement and further denied an indebtedness of $1,127.50 on which Fox based its action.

Will H. Hays Addresses College of Surgeons

Motion Pictures Behind the Science of Medicine

Will H. Hays recently gave an address before the College of Surgeons, in congress at the Windsor Hotel, Montreal, in which he declared that behind the doctor today stands the Motion Picture Industry of America ready to serve in the science of medicine, preventative and remedial. Mr. Franklin H. Martin, director-general of the college, at the conclusion of Mr. Hays' address stated that a committee had been appointed by the agents to confer with Moving Picture interests in regard to co-operation whereby medical and surgical science may be aided through the screen.

Mr. Hays, in the general course of his address, spoke of Hollywood as an international art centre; a recent survey had disclosed that among the directors, actors, those holding important positions, 23 Germans were found, 60 Englishmen, 26 Canadians, 16 Russians, 12 French, 10 Australians, 11 Swedes, 7 Italians, 6 Hungarians, 4 Japanese, 3 Danes, and others came from India, Argentina, China, Roumania, Serbia, Brazil, Poland, Czecho-Slovakia, Ireland, Switzerland and Turkey.

BANDITS GET AWAY WITH LOEW'S $5,000

Bandits got away with $5,000 at Loew's Montreal. They held up Mr. Adams, the manager, with a revolver, but did the gallant stunt by Mrs. Adams by asking her to have a chair while they proceeded with the business of robbery.

Suspect Held by Police Grand Theatre Fire, Barrie

Incendiarism is thought to have been back of the fire which destroyed the Grand Theatre, Barrie, recently. One suspect is being held by the police. The theatre was built in 1897 and was one of the finest theatres in Ontario. When the fire alarm was sounded, flames were already breaking through the roof of the theatre. The loss is estimated at between ten to fifteen thousand dollars and only partially covered by insurance.

"SORROWS OF SATAN"

Following a seven weeks' engagement of "Beau Geste," Paramount's most excellent feature at the Regent, Toronto, will be D. W. Griffith's directed feature for Paramount, "The Sorrows of Satan," in which Adolphe Menjou portrays his satanic majesty.

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RAY PECK ADDRESSES LOCAL COUNCIL WOMEN

"What's Right With Movies"

The principal speaker at the meeting of the Local Council of Women, Ottawa, Ontario, November 24 was Raymond S. Peck, director of the Canadian Government Motion Picture Studio, Ottawa. Mr. Peck was given carte blanche in the selection of his subject and, therefore for a change, he said, he would like to talk on "What's Right With the Movies." Much had been heard from time to time about what was wrong with moving pictures, but there was another side to the story. He then gave considerable data regarding developments and tendencies in the film industry and spoke on the efforts to meet public tastes. Moving Pictures were highly educative, artistic and entertaining and, as production was increased, there would certainly be no lowering of standards.

Mr. Peck asked Canadians to encourage English and Canadian pictures by their patronage.

Mrs. G. Cowling Gullock, representing the council's motion picture committee, followed this up by declaring that every exhibitor in Ottawa had shown a desire to co-operate with women's organizations. Ottawa exhibitors had been ready at all times to eliminate objectionable features, she said.

"THE QUARTERBACK"

B. F. Keith's Theatre, Ottawa, Week of Dec. 6th

The Centenary of Vaudeville is being observed at B. F. Keith's Theatre, Ottawa, Ontario, during the week of December 6 with a very special programme, according to the announcement of Manager J. M. Franklin. The feature attraction is "The Quarterback" starring Richard Dix, this having been selected some months ago by Manager Franklin for the special week.

Mr. Franklin has arranged for an eight-page section in the Ottawa Journal, this being in the nature of a pictorial supplement with views of the big theatre, stars of the screen and stage and many other details. Film exchanges and others are using space in the special anniversary number. Incidentally, the theatre will be beautifully decorated inside and out with flags, bunting, flowers and banners.

GOVERNMENT FREE SHOWS SATURDAY

A series of free Saturday moving picture shows is being held in the theatre of the Victoria Memorial Museum, Ottawa, Ontario, under the direct auspices of the Canadian Government.

These performances every Saturday morning are for school children and they are to be conducted until March 26. Children under seven years of age are not admitted but there is no other restriction. The ushering is done by Ottawa Boy Scouts. Pictures showing Indians, forestry, migratory birds, National parks, the manufacture of salt, iron and other industries and other features are being screened, these being supplied by the Canadian Government and Ontario Provincial Government studios.

EXHIBITOR CLAIMS DISTRIBUTOR GOT HIM DRUNK

A dispute over a moving picture rental contract was heard by Judge Hartman in the District Court at Haileybury, Northern Ontario, with Independent Films, Ltd., Toronto, as the plaintiff against Joseph Horodyski, proprietor of a theatre at Ansonville, Ontario, a Northern frontier town.

The contract called for one feature a week for 21 weeks, but the agreement was cancelled by Horodyski almost immediately. In the statement of defence, Horodyski claimed that Samuel Brint, salesman for Independent Films, made him drunk before getting him to sign the contract. Mr. Brint denied flatly that he had taken a bottle of liquor to Horodyski, or that he had got defendant drunk.

Judge Hartman reserved judgment. Incidentally, the theatre at Ansonville has now been closed entirely.

'THE UNKNOWN SOLDIER' AT CAPITOL, OTTAWA

While considerable opposition has developed in England over the presentation of "The Unknown Soldier," a U. S. production, this feature was shown in Ottawa, the Canadian Capital, for one week without comment or protest, this presentation taking place at the Capitol Theatre, the general manager of which is Harry O'Regan.

The Ramblers Orchestra

The Ramblers Orchestra, a Toronto band, has been making a hit at the Imperial Theatre, Ottawa, Ontario, where it has been signed for an extended engagement by Manager J. T. Moxley to be featured along with a series of strong pictures.

LAST MINUTE NEWS

The Vancouver Sun, British Columbia, noted the passing away of Ralph Ruffner, manager of the Capitol Theatre, Vancouver, in an editorial, from which we quote "Vancouver loses an inestimable and useful citizen...with the motion picture becoming such a tremendous factor in public entertainment, the personality that stands behind the choice of programmes, plays a quiet but no less significant part in the cultural development and social life of the community. Mr. Ruffner discharged his responsibility with a deep sense of service."

Prof. Lenard T. Troland, of the Psychology Dept. of Harvard University, having made a study of both kinds of movies, gives the colored ones a clean bill of health.

Lieut. W. F. Clark states that a big production of the dramatic story of the Canadian Corps in the war, is being planned. "It will mark the first serious effort to produce pictures in Canada; and the cast will be one of the strongest, selected from American trained British stars, directors, and technical men," states Col. Clark.

Canada's imports of Moving Picture Films direct from Britain and Northern Ireland amount to 1.9% of the total films imported according to the finding of the committee of the Imperial Conference, London, England. The committee recommends that the various governments of the Empire consider remedial measures.

Cormel and Falkland Islands to be produced with assistance of British Navy and Federation of British Industries. Captain Walter Summers, M.C., who directed "Ypres" and "Mons" will direct this film which has already been booked for England. Co-operation with Germany may be sought. Admiral Luce stated "no hate in the battle and there will be none in the film."

Times, India, cables editorial to Lonference, "No language is too strong to condemn the films with which America is plaguing India."

Farah Marriott is suing Famous Players Corporation in the Supreme Court for $10,000 damages, alleging injuries because of the defective condition of one of the Toronto theatres.

Will Hays announces that film studios in Hollywood and other places in California were about to organize a company union. This came about at the same time that the associated unions including carpenters, stage hands, electricians and scenic artists were united to demand a union shop for the whole Film Industry—800,000. Trade unionists in four big unions ready to back the fight scheduled for December 1st, and may involve all branches of the Industry.

Eric Brown, Curator of the National Art Gallery, Ottawa, raises question of admission of German films in Canada. Censor Board declares that its department awaits the decision of the Provincial Treasurer on the German film policy which will not be made until after the present election.

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SPORTS

By LIONEL HARPER

Dame Rumour has gone her rounds and this time the story has it that Famous Players will leave the ranks of amateur hockey strictly alone this coming winter. The junior club which won the Toronto Industrial championship and then carried on and battled through to the City title, having all kinds of laurels heaped upon them including the Harold Wilson trophy and the Charlie Querrie silverware and sundry other smaller tokens of their prowess in the hockey arena, will drop the stick and skate. It takes a lot of time, more perhaps than mere spectators imagine, to gather together a team and arrange matters so that all the boys will be on hand for the league fixtures. The moving picture game isn't the best in the world for those who have to play games on an hour's notice. Things will develop rapidly the coming week and the fate of the junior Famous will be known shortly.

Here is a choice morsel culled from the ranks of the First National folk, who inhabit the fourth floor of the Toronto Film Exchange. Mr. R. S. Bell, district manager for Canada and formerly with Famous-Lasky, just a few years back was well-known in the ranks of Canada's most famous tennis players. Newspapers all over Canada bore his name in large letters telling of his prowess in professional hockey circles in Eastern Canada. Wm. Melody, one of the sales staff, has earned for himself an enviable reputation on the cinder paths and is an all-round athlete of note. Eddie Teale, Harry Paynter and Lou Fox of Independent are considering seriously the advisability of challenging Willie Hoppe for the 18.2 balkline billiard title.

Sporting fans will be glad to know that Jerry Deniord, the former Aura Lee and St. Patricks hockey star and Famous Players senior softball player, who also starred with Capitols in the Beaches Senior Softball League the past summer, has been appointed manager of the Classic Theatre in the east end. Good luck, Jerry.

BUSTER KEATON'S first picture for UNITED ARTISTS, "THE GENERAL," has been completed, and is a sure winner. Joseph M. Schenck says "THE GENERAL," is the best picture Buster has ever made, including "THE NAVIGATOR."

JOHN BARRYMORE

who will be seen shortly with Dolores Costello in Warner's "Manon."

"LITTLE ORPHAN ANNIE" TO BE AN F. B. O. SPECIAL

"Little Orphan Annie"—that tender, wistful, yet semi-humourous poem of James Whitcomb Riley's—which millions of us recited a generation and which ranks, along with "Little Boy Blue," as one of the unforgettable masterpieces of the famous Hoosier bard, is to be picturized by F. B. O. as one of its Gold Bond specials for next season.

Riley's poems, unlike most specimens of verse, nearly all possess "story quality." That is, they are narratives, rather than merely lines of words with rhymes at the end. And about the tale of "Little Orphan Annie," the beloved household drudge, F. B. O. is building a powerful comedy-drama, in which an actress of ability and distinction will be starred.

"Kiss in the Taxi" Bebe Daniels' Next

B. P. Schulberg, West Coast studio executive, has announced that Bebe Daniels' next starring picture for Paramount will be "A Kiss in the Taxi," by Clifford Grey, from the French stage comedy of Parisian life, "The Five O'Clock Man," by Maurice Hennequin and Pierre Weber. Doris Anderson wrote the screen play, her first work since she was signed by Paramount.

Clarence Badger, who started Miss Daniels off on the new high wave of popularity as Famous Players-Lasky's outstanding comedienne, with "The Campus Flirt," which won her a new five-year contract with the company, will again direct her.

Charles Chrystall Disappointed Over British Film Indifference

Travels From Australia to England to Purchase Films — Leaves With Three Pictures.

A journey of 13,000 miles and a two months' stay in England which resulted in the purchase of only three British pictures was the experience of Charles Chrystall of the Southern International Pictures, Christchurch, New Zealand.

Mr. Chrystall informed the London Mirror that the British producers show a "surprising lethargy in making any attempt to gain a footing in Australia and this despite their pleas for a protective tariff and a "quota."

The International Pictures supplies nearly all the motion picture theatres in Australia and New Zealand and his trip to England was for the specific purpose of establishing a regular trade between England and the Antipodes in British films.

He states that he met with a "cool reception," and instead of spending £20,000 as was his intention on British features, he stayed two months and spent only a few hundred pounds.

In his interview with The Daily Mirror, Mr. Chrystall said, "Extraordinarily high prices for poor goods and a lack of enthusiasm are responsible for this state of affairs, I am disappointed and hurt at my reception here. After a journey of 13,000 miles and a stay of two months I have spent only a few hundred pounds where I hoped to spend thousands. British agents do not seem to have the faintest idea of what Australia wants, and, although I'm a Britisher myself, I consider them the world's worst salesmen.

"They have shown me films five and more years old which are sheer rubbish, and asked hundreds of pounds for them.

"British films five years ago were badly produced, badly filmed and badly acted, yet they expect Australian audiences to put up with them in the face of fierce American competition.

"When Australian audiences dislike a film they leave the hall in a body.

"In Germany I found a warm reception, and although I told them that I was not eager to purchase German films they did their best to give me a good time, placing cars at my disposal.

"Their films, too, were cheaper and better, and as a result I purchased many of them, although it 'went against the grain.'

"I do wish British producers would wake up to the fact that Australia wants British films and is ready to buy them if they are worth the money.

"But to credit Colonials with the mentality of children is an insult."

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WILLIAM HAINES
Handsome Metro-Goldwyn-Mayer player who will be seen shortly in "Slide, Kelly, Slide."

The family meets in Fox's most popular success, "THE FAMILY UPSTAIRS."

Frank Cassidy, Hal Wallis and Watt Parker who are responsible for the great success of the Warner Bros. portable radio station. The handsome gentleman on the right is Mr. Parker.

A love scene from F. B. O.'s "ONE MINUTE TO PLAY."

MARGARITE LIVINGSTON
as she appears in F. B. O.'s Gold Bond special, "Breed of the Sea."

Uncle Robert and his Musical Protegees greeted Jimmy Finlayson and Robert McGowan, Hal Roach celebrities, upon their return from Europe, where they shot scenes for future Pathe Comedy Releases.

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"FED UP"

"The producers in adapting and directing Laddie have done a worth-while job. After all "the story's the thing" and there are many people who are "FED UP" with spectacles and mob scenes." —Rica McLean in Toronto Star Weekly, Nov. 20th.

ONE MINUTE TO PLAY

"I've heard a hundred people tell about this picture and there was not one of them who did not say that the **story,** even without Red Grange in it, **was big.** Real Entertainment." —Mac in Ex. Daily Rev.

LADDIE

"Here's a picture that stands on both legs, thanks to the **type of story** with its homey atmosphere. With the screen surfeited with other kinds of stories, Laddie stands out like a beacon." —Variety.

KOSHER KITTY KELLY

"A perfect treatment of the "Abie's Irish Rose" style of comedy. The audience laughed hard and often and gave a demonstration of applause at the end. Has **public appeal** in abundance." —Variety.

A REGULAR SCOUT

"It has **every element** that pleases the average fan. Fast action, human interest, thrills. The scenes that show the boy scouts rushing to the aid of Thomson should make everyone cheer." —Harrison.

BRING THEM IN WITH

F.B.O.

AND BRING THEM BACK FOR MORE

HER HONOR THE GOVERNOR

"Gains pace as it unfolds until we found ourself hanging to the seat to keep from falling. The **suspense** is terrific. Rare good melodrama, well told and well acted." —N. Y. Herald-Tribune.

BREED OF THE SEA

"A romantic and **adventurous** tale which fascinates. Ralph Ince had quite a job on his hands—besides directing, he plays the lead and we can readily see he is master of both arts." —Photoplay Magazine.

BIGGER THAN BARNUMS

"The circus background, which spells romance for so many, is here faithfully reproduced but not to such an extent as to impede the progress of the story. **The story's the thing."** —N. Y. Sun.

LONE HAND SAUNDERS

"Another very good western from Fred Thomson. It does not follow the beaten path. There is **human interest** aplenty and the action is fast all the way. There are some good thrills." —Harrison.

"FED UP"

"Mrs. ———— (scenario expert for a noted producing company) averred that she thought the public was "FED UP" on grandeur and that the vogue now was for sentimental realism —a well told story." —Toronto Star Weekly, Nov. 20th.

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5 De '26

CANADIAN MOVING PICTURE DIGEST

Vol. 18, No. 32. TORONTO 2, CANADA December 11th, 1926

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LILLIAN GISH The SCARLET LETTER $2
The FIRE BRIGADE $2
LON CHANEY Tell it to the Marines $2
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THAN EVER THAT YOU'RE A
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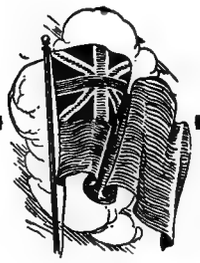

CAUMONT NEWS WEEKLY

ONE-A-WEEK

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PARAM

The Greatest Word

39 PARAMOUNT PICTURES FO

HAROLD LLOYD

The second HAROLD LLOYD Paramount release will be ready for exhibition in January. From advance reports it is his greatest ever. With all the sympathetic appeal of "Grandma's Boy" and the roaring comedy of "The Freshman." Directed by Lewis Milestone and Ted Wilde. Produced by the Harold Lloyd Corporation.

SORROWS OF SATAN

D. W. Griffith's $2 road show, with Adolphe Menjou, Ricardo Cortez and Lya de Putti. From Marie Corelli's immortal novel. Now offered to motion picture theatres. A mighty drama of love, temptation and regeneration. Positively the greatest box office attraction that will be released by anybody for spring showings.

CASEY AT THE BAT

Wallace Beery, star of "Behind the Front" and "We're in the Navy Now," in the successor to those sensational comedy money-getters. Supported by Ford Sterling, ZaSu Pitts, Buddy Stuart and a huge battery of fun makers. Directed by Monty Brice and supervised by Hector Turnbull, largely responsible for previous Beery-Hatton successes.

IT

First starring appearance of the greatest female box-office find of the age, CLARA BOW. An Elinor Glyn-Clarence Badger Production. Story by Elinor Glyn. To be serialized in the Cosmopolitan Magazine. With Antonio Moreno, star of "The Temptress." and a fine supporting cast.

HOTEL IMPERIAL

A mighty melodrama starring POLA NEGRI. A Mauritz Stiller Production. With James Hall and George Siegmann. Supervised by Erich Pommer, producer of "Variety" and "Metropolis." From the stage play by Lajos Biro. One of the outstanding specials of the year.

GLORIFYING THE FOLLIES GIRL

Florenz Ziegfeld's dazzling beauty extravaganza and comedy-drama of Broadway. Story by Monta Bell. Directed by Harry D'Arrast. With the famous Ziegfeld beauties and an all-star cast. Revealing the gaieties and temptations of Broadway.

SPECIAL DELIVERY

The famous Follies Star and hit of "Kid Boots," EDDIE CANTOR, in his second starring picture. Eddie as the goofy letter-carrier, the funniest characterization ever seen in pictures. Story by himself. A cast of beautiful girls and high-powered names will support him.

ROUGH HOUSE ROSIE

CLARA BOW'S second starring picture! As the trea rough girl in Nunnally Johnson's Saturday Evening Post Directed by Monty Brice.

KNOCKOUT REILLY

RICHARD DIX in his big successor to "The Quarterb Dix fights his way to love and glory in the prize ring.

NEW YORK

With Ricardo Cortez, Lois Wilson, Estelle Taylor, W Powell and Norman Trevor. Directed by Luther Reed. inside story of New York.

GOD GAVE ME 20 CENTS

Herbert Brenon's production with Lois Moran, Lya de Jack Mulhall and William Collier, Jr. It opened the Paramount Theatre.

THE SILVER SHIELD

Thomas Meighan in a great drama written especially for by the famous playwright, Owen Davis. Bigger than Gods." Title is tentative.

LOVE'S GREATEST MISTAKE

Exploitation tie-up with Liberty Magazine, backed $100,000 advertising. Edw. Sutherland production with E Brent, Josephine Dunn, Neil Hamilton, James Hall, P Strange.

CABARET

GILDA GRAY, flashing star of "Aloma," in another trim A roaring story of Chicago night life. By the autho "Lulu Belle." Directed by Robert Vignola.

THE PERFECT FOOL

First screen appearance of the celebrated stage comedy ED. WYNN. Supported by a marvelous cast.

NEW MORALS

Strong drama produced by Malcolm St. Clair, director "The Grand Duchess and the Waiter" and many oth Story by Alfred Savior.

THE CROSS EYED CAPTAIN

Malcolm St. Clair production of the story by the autho "God Gave Me 20 Cents." The title will be changed.

Famous-Lasky Film S

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DUNT

Paramount Pictures

the Show Business

ELEASE FEBRUARY-AUGUST 1927

PTOES

DOROTHY GISH in a brilliant screen version of the American musical comedy success. Presented by British National Pictures, Ltd. Directed by Herbert Wilcox.

DVICE TO LOVERS

BEBE DANIELS as a dashing debutante editing the lovelorn column. Story by Samuel Hopkins Adams and Joseph Jackson.

EN MODERN COMMANDMENTS

ESTHER RALSTON in a tale of the modern flapper's love code. Written by Jack Lait and Max Marcin.

ACK TO NATURE

RICHARD DIX, in a fast-stepping comedy-drama of the type that draws the dollars.

FRAID TO LOVE

FLORENCE VIDOR and all-star cast in a Frank Tuttle production. From the play "Face to Face."

UXURY HUSBANDS

ADOLPHE MENJOU in a sophisticated comedy-drama that proves it is the man who pays and pays. All-star supporting cast.

HAMPAGNE

A sparkling love adventure starring LYA DE PUTTI, sensation of "Variety" and "Sorrows of Satan." Supervised by Erich Pommer.

EE YOU LATER

The breezy comedian, DOUGLAS MACLEAN, in an offering of special rank. Permanent title and other details later.

HE MYSTERIOUS RIDER

Zane Grey's best selling novel picturized in the de luxe Paramount Western style. A John Waters Production.

ARAMOUNT SCHOOL PICTURE

The stars of "Fascinating Youth," including Charles Rogers, in another big exploitation special. Title to come.

LONDON

DOROTHY GISH in a big love-melodrama written by Thomas Burke. Directed by Herbert Wilcox. Presented by British National Pictures, Ltd.

THE LAST OUTLAW

A new type of Paramount Western special starring the sensation of "Barbara Worth," Gary Cooper. Watch for further details.

THE WINNING SPIRIT

The high hat king, RAYMOND GRIFFITH, in an outstanding comedy attraction by Alfred Savior, author of "Bluebeard's 8th Wife."

BADLANDS

A Zane Grey action-thriller produced on a spectacular scale. Directed by John Waters. King of action-thrillers.

BETTY BRONSON

The star of "Peter Pan" and "Everybody's Acting" in two strong specials. Titles and other details coming soon.

A KISS IN A TAXI

BEBE DANIELS in a sprightly screen version of the famous French farce that rocked Paris and New York with laughter.

FASHIONS FOR WOMEN

ESTHER RALSTON in the eye-dazzling fashion parade picture of 1927. Directed by Erle Kenton.

QUICKSANDS

RICHARD DIX in a strong drama of the West. With Noah Beery, Helene Chadwick and others. Directed by Jack Conroy.

ARIZONA BOUND

A Paramount Western special starring the new outdoor find, Gary Cooper. Packed with unusual thrills.

THE WORLD AT HER FEET

A comedy-drama of love, marriage and near-divorce starring FLORENCE VIDOR. Title may be changed.

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Regal Films, Toronto:

"Every Mother's Son" packed this theatre to the doors for a solid week. It's the best British-made picture I've ever run and as a box-office attraction I can heartily recommend it to every exhibitor in Canada. Wish you could get more features like it.

GEORGE STROUD,
Manager, Pantages Theatre, Hamilton

Press and Public Unstinted in Praise of "Every Mother's Son," Proclaiming It England's Outstanding Photoplay Production.

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Editor and Managing Director
GEORGE C. WILLIAMS
President

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Ray Presents

WALL, wall, so this is "leetle old New York," sez I, as I lands here from "God's Country," the land of the Maple Leaf and the Beaver. The land wherein are the provinces of Ontario and Quebec, plus Alberta, Saskatchewan and Manitoba, oasises in a prohibition territory in what constitutes the Constitution of the American continent.

Oasises by the Grace of God and the commonsense of those premiers who rule the destinies of such provinces. Whar it is written, "Man shall not live by bread alone." No sir, Man needs a drink occasionally, if not frequently, so our preacher sez, "To keep supplied the moisture of his anatomy."

* * *

AS I was saying, I lands in New York and I sez, sez I, "can a leopard change his spots?" And by gum, I pertikularly notices that "leetle old New York" is the same old leopard, but has grown new spots on the place where the old spots once received encouragement, and residence.

Being interested in them thar motion pictures, I jes breezes around among my people; and I finds me in front of that Paramount building. Land of stars, but it do take up a lot of place, and right thar on Broadway, where they tells me, I need not grow any more alfalfa if someone would say, "Leetle one, you're five feet, and since, 'Man wants but little here below,' take your size in feet on Broadway."

But I'll be gol durned if I can find any such "Peace on earth to men of good will," as our preacher sez, "in evidence."

(Continued on Page 8)

Paramount Theatre Building

A Milestone in the History of the Screen

THE PARAMOUNT THEATRE BUILDING

Foundation laid November, 1925 - - Completed November, 1926

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"THAT THAR PARAMOUNT BLDG."

(Continued from Page 7)

WAL, that Paramount building, I goes inside, and let me whisper, brother, I gets in without paying;—and them thar Paramount people right in the lobby.

I whispers to them, "Hocus, pocus, publicity presserino Canuck," and they sez, "Caesar was ambitious, pass on."

It's a grand way, gentlemen, of "passing the buck," 'cause I wants to see that thar Paramount building; and the "publicity presserino" was what our preacher sez about "transcendentalism," "a super-sensitive insight into the penetralia of essences," by gosh!

* * *

THE Paramount Theatre Building starts, as our preacher sez, "To express the Internationalism of the Motion Picture Art." There's a wall with stones from all nations; and the colors of flags all done in enamel, real arty work and I admires them prodigiously, cause everything that is not done prodigiously in our Industry can't be seen; and you can bet a good crop next year that Publix takes good care thet everything is goin' to be seen.

As I gazes about, I sez, "ain't nature grand," and in the words of our preacher, "Man is always endeavoring to improve on the handiwork of God, which may not be possible, but still it shows that man is progressive."

* * *

WALL, I notices thet Canada ain't in that thar Hall of Nations, by gosh, and that riles me, 'cause Paramount jes produces "The Canadian," with Tom Meighan.

It's showing right thar in that theatre; and its Canada, all right, all right; and the looks of them crops is about the durndest purtiest sight, I sees in thet theatre, but Canada is not in that thar Hall of Nations.

I sez to me, sez I, when I gets back to Canada, I hands Paramount a Canadian rock as the compliments of The Digest, to be planted in the Hall of Nations for everyone to see.

* * *

THEN I walks along and I sees nature undressed, by gosh! "That's a fine gal," sez I. "Venus arising out of the sea," all in marble and a pool of gold fish; ain't seen anything finer in the British Museum.

Then thar is real marble pillars; and what our preacher would call "ormalu," and marble steps jes' like our preacher sez, that Palace at Versailles. But I wonders as I goes upstairs, why they has lace curtains on them thar winders.

In our church we has stained glass, where we wants to keep the "Peeping Toms" from peeping, and I sez, everything is so grand, by gosh, I'd like to see stained glass windows. Then I looks at the marble walls and the lights, and I sees some cut glass crystal medallions under them thar lights. And I sez to me, sez I, them crystals costs a lot of money and you can't see how beautiful they is unless you walks right up; and if you do, you can pull one off in a minute! And that wall is good-looking enough without them crystals.

All the time I walks along so easy-like, 'cause, "The path upon which I tread," in the words of our preacher, is mightly like what the path must be like in the Kingdom of Heaven, so soft and easy going.

It reminds me of the splendour of King Solomon, carpets from Arabia, and over all, them thar parfumes from Araby.

* * *

THEN I goes in and sits down in the seats what costs the most. I wears my best clothes, 'cause this is a party for me. And I sez to me, sez I, by gosh, this do look like Paris in them Saloons what them Paris people has,--but I wonders why they was so stingy, when they has spent millions, on them thar seats. The backs is all brocaded velvet, but where you sits is brown leather—Ain't much of a compliment to the peoples' sitters.

I sez to me, sez I, I guess the fellah what fixes them thar seats runs out of his budget, like the advertising department; and he thinks brown leather is cheaper, and lasts longer, but by gosh, sez I to me, sez I, in the words of our preacher, "Economy in vast enterprises is not economy when the saving is noticeable to the public who buys."

And sez I to me, sez I, when I meets that Mr. Publix, I'm goin' to point out them thar leather seats which don't go with brocaded silks, velvets and crystals.

* * *

I SEES a lot more of that thar nature with too much clothes on, but I comes to the Paramount to enjoy the whole works and sez I to me, sez I, let them thar big fellahs what runs the works tend to thar own business.

Our preacher sez, "The shoemaker should stick to his last," and being a Rube from Canada, I joins in with that thar wise crowd in New York

(Continued on Page 13)

ADOLPH ZUKOR

"He builded better than he knew. The conscious stone to beauty grew."

SIDNEY R. KENT

A pillar of strength in Paramount.

JESSE L. LASKY

who sees a fulfillment of his ambition in the Paramount Theatre Building.

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"THAT THAR PARAMOUNT BLDG."

(Continued from Page 8)

what praises, so I hopes having said what I has said, that them thar fellahs knows I means no offense.

I allus hears our preacher say, "Constructive criticism is always desirable," and by gosh that was my intention.—

* * *

I ONCE gets a look in that thar Mormon Temple, Salt Lake City, and by gosh, that thar Paramount theatre must have larned acoustics from the Mormons.

You hears them thar singers in that theatre, which seats 4,000 people, same as in your parlour.

And I sees on that thar stage two singers which came after Jenny Lind was born, but who dresses jes' like her, and sings like what our preacher sez, "Is the voices of the Heavenly Choir."

They stands beside a white pianner with gold trimmings, and they is all in white, with white hair and they is framed in a white and gold frame, and I sez to me, sez I, in the words of our preacher, "Life is made up of contrast"—"sunshine and shade," and if that pianner had been black and gold them thar purty dresses of them thar Jenny Lind's would have been sunshine.

But by gosh, as our preacher sez, "The human being is an Eternal Adam, give him the Garden of Eden and he will endeavor to change its setting with some notion which he has called landscape gardening."

* * *

AS for "The Canadian," that thar Tom Meighan can come and work on my farm anytime he wants to, he's a real farmer and he plays his part like he waz one of us, by gosh!; and that wife of that other farmer, she acts great, but I wishes she wuz purtier. 'Cause some good lookers in my country, farmers' wives are great on service and looks.

* * *

AND I likes that part where Tom makes the "Toney gal," that one what marries him to her, as our preacher sez, "Function naturally."

But I misses what I thinks would have been a big kick. I misses the part where they "brings in the wheat," and that gol durned glorious scene of that thar wheat goin' down the Lakes to Chicago.

You notices I swears for emphasis and style, 'cause the only kind of literature what appears popular today in New York among the high brows is full of what Queen Bess of England called, "a bloody vocabulary."

And I misses that thar barnyard dance, what livens things up fer us rubes when we gits in our harvest of labour.

* * *

OUTSIDE of them thar two misses, I likes that thar "Canadian" and I thinks that the British Empire is goin' to mention it to Parliament.

Now since our preacher sez, "Great minds run in the same channel," and speaking of Parliament, I thinks of Arbitration; and I walks over to have a talk with that thar Arbitration fellah, Pettijohn.

(To be continued)

Ray Lewis

SAMUEL KATZ
one of the leading spirits in the Paramount-Publix Theatre Building.

HAROLD B. FRANKLIN
who assisted materially in the Paramount Theatre Building.

Toronto Theatres

REGENT — "Sorrows of Satan," with Adolphe Menjou, Ricardo Cortez, Carol Dempster, and Lya de Putti — Paramount. Class B. Individual acting excellent. D. W. Griffith is a box-office name, but I cannot say this picture is the best example of his craft.

UPTOWN — "Bardelys the Magnificent," with John Gilbert, and Eleanor Boardman — Metro-Goldwyn-Mayer. Class B plus. John Gilbert wins many more screen fans after his excellent acting in this picture. Eleanor Boardman, always fetching. A good draw.

TIVOLI—"For Alimony Only," with Leatrice Joy, and Clive Brook — Regal. Class B. Snappy, spiced with humour. Leatrice adds much "joy" to this picture.

LOEW'S — "War Paint," with Col. Tim McCoy, and Pauline Starke—Metro-Goldwyn-Mayer. Colorful western, fast-moving, Tim McCoy scores a hit, while Pauline Starke adds another winner to her long list. ClassB.

PANTAGES — "Private Izzy Murphy," with George Jessel — Warner. A sure Warner Winner. Jessel at the box-office spells "M-O-N-E-Y;" and the picture is a Class B plus.

Neighborhood Theatres

PALACE — "Men of Steel," with Milton Sills—First National. Class A. Excellent box-office attraction. "One Minute to Play," with "Red" Grange—F. B. O. Class A. "Red" scored in this fast-moving play, which goes over great.

ST. CLAIR—"Every Mother's Son," All Star Cast—Regal. British war picture — Class B for merit, but Class A on the box-office draw. "The Prince of Tempters," with Ben Lyon, and Lya de Putti — First National. Class B.

YORK — "Three Bad Men," All Star Cast. Class A. One of the big ones, with a combination which spells entertainment. "Men of Steel," with Milton Sills — First National.

BEACH — "Men of Steel," with Milton Sills—First National. "The Midnight Sun," with Laura La Plante — Universal. Class B. A sparkling success, with Laura at her best.

OAKWOOD — "Kid Boots," with Eddie Cantor — Paramount. Class B. Cantor is the real thing, while Clara Bow keeping things moving.

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Jules Mastbaum Passes On

PHILANTHROPIST, Art Patron, Showman and Good Fellow. Qualities which go far towards making a real human being, were in the make-up of Jules Mastbaum, who crossed The Great Divide, Tuesday, Dec. 7th, at the age of 54, following an intestinal operation. His loss is keenly felt by our Industry, by his intimate, and even casual friends, by the city in which he made his home; and by the enterprises in which he played such a dominant part. The lesson contained in, "Thy will be done on earth as it is in Heaven," is Life's greatest achievement, but it is a lesson which has been bathed in an ocean of tears; and many a tear will flow from the eyes of men unused to tears, from the eyes of those who knew Mastbaum in a philanthropic capacity, who knew him as a comrade, an inspiration. Jules Mastbaum was self-made. After finishing high-school in 1896 at Philadelphia, he accepted a job with the Gimbel Bros. as driver of a delivery wagon at $10.00 weekly. In three years he had advanced to the position of buyer for this firm in Philadelphia and it was shortly after that he entered the business of Motion Pictures with his brother, the late Stanley V. Mastbaum, after whom the Stanley Co. of America was named.

The beginning was modest, but the Stanley Co. of America has now grown to such an extent that it controls 235 theatres, Motion Picture and Vaudeville, in Pennsylvania, New York, New Jersey, Deleware, Maryland, the District of Columbia.

The late Mr. Jules Mastbaum had vast real estate holdings also, having formed the Mastbaum & Fleisher enterprises.

About two years ago, a life insurance for $2,000,000 was apportioned as follows: $500,000 in favor of the Stanley Co. of America; $500,000 to the Mastbaum & Fleisher interests, the remainder to the deceased's family.

Jules Mastbaum worked for his fortune and played just as hard. A cable from the Riviera, where he was sojourning in 1925, imparted the information that in a spectacular play with H. R. H. The Prince of Wales, he had won $11,000 at the gambling tables.

His love of sculpture is best expressed in the magnificent collection of the work of Auguste Rodin, noted French Master of Sculpture, which Mastbaum possessed.

The way is long, we hope not weary; and in the "midst of all this Death," which appears to be stalking through our Industry unshod, there is this consolation, when we go, there will be a few good fellows over there that speak our language; and "It's always fair weather when good fellows get together." Who knows but that we will be screening, "Life's Greatest Show" in the Land where the Silent Drama should be a go!

To encourage patronage at the matinees, Manager J. T. Moxley of the Capital Theatre, Ottawa, Ontario, has instituted a regular admission price of 10 cents for ladies at matinees only permanently. The attendance at evening shows is very satisfactory, Mr. Moxley reported. Amateur, opportunity, cabaret and special dancing nights are featured at the Capital in addition to the regular film programmes.

LAST MINUTE NEWS

"Old Ironsides," is Paramount's wonder-picture. James Cruze rightfully takes his place in the American Motion Picture Hall of Fame. Opened Rivoli, New York, following a banquet staged in honour of The Honourable Curtis D. Wilbur, Secretary of the U. S. Navy.

Jesse Lasky made a fine speech at the "Ironsides" banquet. His voice is resonant, his diction clear, and he has style and ideas.

The Hon. Will Hays looked as if he was having the best time of his life. "We're in the Navy Now."

Adolph Zukor looked not a day over forty; and his organization must have felt happy to observe his proud smile of approbation.

I particularly noticed that when Mr. Lasky was presented by the speaker, Mr. Zukor beamed upon him as if he was the father of Jesse.

The "Baby Stars" nearly demoralized The Navy at the "Ironsides" Banquet. I saw one Admiral pick up his Blue Points on a knife. He was afraid to take his eye off the "little beauty" sitting near him, lest Commodore----fasten his eye upon her. It was hard on the oyster, but you can't make an oyster mad, it belongs to the League of Nations; and if you hurt it, it hands you a pearl. Help!

I ain't tellin' all I know about New York this week, 'cause I wants you to read what that "Rube from Canada" has to say next week about all you fellahs, what "steps so lively."

Metro-Goldwyn-Mayer are to release "The Flaming Forest" in Canada. This is not "The Fire Brigade," but its big brother. It is said to be the first Canadian Historical picture. "That a boy," Metro-Goldwyn-Mayer.

Pete Egan Ill

Pete Egan, manager of the Capitol Theatre, Regina, Sask., underwent a serious operation in that city recently, and will be confined to the hospital for some time.

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Round About the Studios

VIOLA DANA looks more appealing than ever in FIRST NATIONAL'S "THE SILENT LOVER."

MAE MURRAY, Metro's scintillating star who made "THE MERRY WIDOW" the substantial hit it was, will be seen in "Valencia," METRO-GOLDWYN-MAYER picture.

Baseball fans will enjoy WILLIAM HAINES in "SLIDE, KELLY, SLIDE," released by METRO-GOLDWYN-MAYER.

"PARADISE FOR TWO" is RICHARD DIX'S next for PARAMOUNT. BETTY BRONSON plays opposite.

The DUNCAN SISTERS, who will be seen in "TOPSEY & EVA," for UNITED ARTISTS, and will be directed by LOIS WEBER, only woman director of films.

Work has begun on "TILLIE, THE TOILER," starring MARION DAVIES, to be released by METRO-GOLDWYN-MAYER.

FLORA FINCH, on her return to Hollywood, is being hailed as "THE QUEEN OF COMEDY."

"OLD HEIDELBERG" is being brought to the screen by METRO-GOLDWYN-MAYER, and RAMON NOVARRO will be starred.

DOUGLAS GILMORE
One of the new juvenile stars, who has been added to the Metro-Goldwyn-Mayer galaxy of stars.

OLIVE BORDEN
Beautiful Fox star, appearing in "Fig Leaves."

The Cosmopolitan studio is being used while the work on "WOMANHOOD," is being completed, starring DOROTHY MACKAILL and LOWELL SHERMAN. Directed by JOSEPH BOYLE.

"HELLO BILL," will be CONWAY TEARLE'S next picture for F. B. O.

LILLIAN GISH will be seen in "THE ENEMY," taken from CHANNING POLLOCK'S stage play. METRO-GOLDWYN-MAYER will release.

NATACHA RAMBOVA has returned from Europe.

FRED THOMPSON will remain with F. F. O. Popular western star has three more pictures to deliver.

JOHN GILBERT who will attend the premiere of "FLESH AND THE DEVIL," in New York, will start work immediately, on "TWELVE MILES OUT" for METRO-GOLDWYN-MAYER.

Manager Don Stapleton of the Centre Theatre, Ottawa, Ontario, conducted an advance children's matinee on Saturday morning, December 4, for "The Strong Man," starring Harry Langdon. The admission price for children was 15 cents and for any adults that came with them 25 cents. The feature was the attraction at the Centre for the week following.

FRANK TUTTLE will direct THOMAS MEIGHAN in the "SILVER SHIELD," an original story by Owen Davis, for PARAMOUNT.

"THE DUKE OF LADIES," a Robert Kane special, with Ben Lyon, Mary Brian and Sam Hardy, will be directed by James Ashmore Creemale at the Cosmopolitan Studios, for FIRST NATIONAL.

GILDA GRAY will appear in "THE CABARET," under the direction of ROBERT VIGNOLA, for PARAMOUNT.

"THE BLONDE SAINT," is DORIS KENYON'S next starring vehicle for FIRST NATIONAL.

RALPH INCE has signed a long term contract with F. B. O.

SYD CHAPLIN'S "THE MISSING LINK," for the WARNER BROS., is completed. It will be road-showed.

RALPH INCE has started production for F.B.O.'s 'HOME-STRUCK' starring VIOLA DANA.

I. E. CHADWICK will remain in New York until his company's fifth picture, "DRIVEN FROM HOME," is completed. Educational will release in Canada. JAMES YOUNG is directing this feature.

GEORGE K. ARTHUR
who wins distinction in "Bardelys the Magnificent" for Metro-Goldwyn-Mayer.

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"Variety" Presents "Lese Majeste" As Only "Variety" Could

I HAVE recently read why "The American Mercury" thinks "Variety" is terrible. "The Mercury" claims that "Variety" hasn't any style; and does not belong to the class which might be called "Literature."

"Variety" may think with that element which calls the Motion Picture Industry "Morons," that a literary style is not a necessary requisite, the chief essential is "get the money" and print the news.

I am glad to see some paper in our Industry getting the money. It is evident that "Variety" is making good along these lines, but as for printing the news, "Variety" some time ago published a story about N. L. Nathanson buying "The Digest."

The writer of this head-line article, in "Variety," was informed that the story was not true; and substantial evidence given him to this effect, but he printed the story nevertheless, because he said, "It has news value."

At that particular time I did not write "Variety," but it led me to wonder how much other information called "News Value," was as authentic in "Variety," as was the special story about "Mrs. Ray Lewis."

In fact there was nothing about "Variety's" story which annoyed me; and one has to be annoyed, even if ever so slightly to voice denials.

"The Mrs. Ray Lewis" reminded me of "our country cousin." I have been called much in this Industry, but that "Mrs." carried with it the sweetness of new-mown hay, the fragrance of clover. It was so deliciously agricultural!

I notice in the "Variety" of Dec. 1st, the issue dedicated to Adolph Zukor, the following article "London As It Looks" by Hannen Swaffer.

London, Nov. 19th

"The Prince of Wales went to see 'Blackbirds' last Monday for the fifth time. Fortunately, this news was not printed in many newspapers, but it will circulate slowly around the British Empire that the Heir to the Throne has a liking for colored entertainments of a kind that would not be tolerated in South Africa or Australia.

THE PRINCE AS A PLAYGOER.

The Prince of Wales' taste in drama drives many furiously to think. He seldom attends any theatre unless syncopated music is being played. On Armistice Night, last week, I went to the Albert Hall where "A World Requiem," a beautiful piece of music, was being played in memory of the dead. The King's box was empty; so was the Prince of Wales'. The Prince was that night at "Charlot's Revue," with the Duke and Duchess of York, while the Queen of Norway was at the Palladium watching a cheap revue called "Life."

THE KING DISLIKES GOOD MUSIC.

The Royal Family had entirely ignored this great musical achievement. But then they all dislike music intensely, that is, all of them except the two Schleswig-Holstein princesses.

The King never goes to the opera unless circumstances compel him. His father, King Edward, loved music. King George dislikes it. 'Carmen' is his limit of musical culture. As for Shakespeare, King George recently said, "I dislike it." His idea of a play is "The Ringer." The King likes a strong drama. The Queen likes something to make her laugh. As for their children, they all want jazz.

The British drama is in a bad way, and I charge this very largely to the way in which every serious artistic effort is ignored by the British Royal Family.

These facts are generally suppressed in England, where it is thought more polite to pretend that Royalty is beyond criticism.

But what are you to think of the future of a nation's culture if the King himself prefers Harrison Ainsworth's novels to anything that possesses genius."

HOW Canada feels about such an article, you can readily guess. How England feels about it, need require no strenuous guessing also. There is more in that article to annoy a Britisher than in any Motion Picture ever produced in the U. S.

It is such a timely time for such an article to appear. Don't you think so "Variety?"

Adolphe Zukor and the Paramount Organization will be very grateful to you for having this article appear in their special issue, especially since Paramount, the Metro-Goldwyn-Mayer, P. D. C., Fox, Warner, F. B. O., Universal, Educational, Columbia, Tiffany, Chadwick, Pathe, and the rest of the distributing units, all doing business in the British Empire, and spending days, nights, money, not forgetting the co-operation which the Hays' Organization is extending along these lines, all of these companies and units will profusely thank "Variety," at this most trying time with foreign trade, for its Bon Mot of Diplomacy, its startlingly striking Faux-Pas.

Of course if you're after "News Value," you can find a great deal to head-line in our Industry's press, but at times "discretion is considered the better part of valour."

An outstanding publisher once said to me, "Don't criticize the gods too much." That made me think, for I remembered the fate of Niobe's children. Outside of the foolhardiness of "Variety's" article, it is a choice example of what constitutes "bad taste."

J. W. Elms Off For Brazil

J. D. Elms, formerly manager of the Marcus Loew Theatre in Montreal, Quebec, and Ottawa, Ontario, is the same J. D. Elms who has been placed in charge of the many theatres in Brazil, South America, controlled by Metro-Goldwyn-Mayer. Mr. Elms was succeeded at the Montreal Loew house by James Adams who was recently held up in the manager's office and robbed of over $7,000 of the company's receipts.

Educational Releases Gaumont Weekly Throughout Canada

A British News Reel at Last

Educational should receive a bouquet from the Picture Industry for its good business sense, and sound judgment. Mr. O. R. Hanson, general manager of Canadian Educational has arranged for the distribution of the Gaumont News Reel. One a week for fifty-two weeks.

This gives Canada the news of the British Empire and the European continent, but aside from these facts, this takes care of the British Film representation to a reasonable degree.

The News Reel will be of interest; and that which interests us, entertains us; and that is what your patrons pay for at the box-office, entertainment.

I hope that the Exhibitors will have the Showmanship vision sufficient to feature this News Reel in all their advertisements.

"THE FLAMING FOREST"

Features Renee Adoree and Antonio Moreno

Reginald Barker has directed "The Flaming Forest," from the story by James Oliver Curwood. It is a stirring epic of the Royal North West Mounted Police, and during its presentation, at the Madison Theatre, Detroit, a detachment of the "Mounties" came over to add colour to the picture. Incidentally, but on purpose, "The Flaming Forest" broke the house records of the Madison.

The story reveals the founding of that unit in Canada, the Royal North West Mounted Police, which has become a Canadian tradition.

THIRD ANNUAL MC GILL HELD AT PALACE

"The Prince of Tempters"

The third annual McGill Week, intended primarily for undergraduates of McGill University, Montreal, was held at the Palace Theatre, Montreal, under the distinguished patronage of General Sir Arthur Currie, C.B., K.C.M.G., principal of the University, and Lady Currie. Manager George Rotsky featured the McGill Mandolin and Banjo Club of 21 artists on the stage, while the film feature was "The Prince of Tempters," starring Lya de Putti. McGill week was conducted during the week of November 29. The special college weeks in Montreal theatres were the outcome of a ban on promiscuous theatre nights staged by students of various colleges and years, the present arrangement receiving the approval of both college heads and student bodies.

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SPORTS

By LIONEL HARPER

The Mutual Street Arena, home of professional and amateur hockey in the Queen City echoes and re-echoes from day to day with the clash of skate and stick. The glad news has been flashed around the circuit in Toronto industrial circles that the Famous Players junior hockey team which carried all before it in its climb to city honors will again enter the field of aspirants for hockey honors this winter. The latest bulletin issued by the Toronto Hockey League places the champions in the group with the Toronto Daily Star, the Canadian Kodak and the H. S. Howland Company.

The line-up for the Famous six will include Jimmy Travis, the St. Clair goaler from the Inter Church champions of last winter; Freddie Rose, the rugby and baseball star, will play on the defence with Irwin Taylor and Bernie Clancy. Travis is whiling away his time at the St. Clair Theatre and thus qualifies for the team. Heggie is billed for the centre position with Sheppard, the Parkdale boy and former Varsity athlete, on his right and Bunny Gleason on the left wing. The Famous are proud to announce that Dr. Russell Cowie, the Markham Intermediate defence man who coached the Markham Juniors into the Ontario Hockey Association finals against Kingston last winter, will be the coach. Dr. Cowie played with the Markham Intermediates for thirteen years and if anyone knows hockey he should. Harold A. Ash will be manager. All games will be played at the Willowdale Arena with one game every week. The new sweaters worn by the Famous surely do look smart being all white with "Famous Players" across the front in red letters. You'll hear the crowd roar when they take the ice.

Bill Bailey, the genial manager of the Cum-Bac Theatre, was a well-known figure on the gridiron not so many years ago. Bill was on many championship teams and was one of the best tackles in the game.

J. I. Foy, Toronto branch manager of the First National, is a golf fiend. It is rumoured that between Golf and Aeroplane riding Mr. Foy has his time taken up pretty well. It is rumoured that he is one of the "Midnight Lovers" featured at the Tivoli next week. You know all Midnight Lovers have to take their plane along. Excuse please.

GORDON F. WILSON

popular young Toronto boy who has been appointed Assistant Manager and Treasurer of the Regent Theatre. Mr. Wilson has had some years experience in the Theatrical Business and also with the Globe newspaper in the Circulation and Advertising Depts.

MGR. FRED MC LELLAN DEMONSTRATES SERVICE

Manager Fred McLellan, of the Brock Theatre, Brockville, Ontario, turned over his theatre one night recently to the Brockville Rowing Club, the latter staging an amateur minstrel performance in addition to the regular film bill. Prices were raised from 37 to 50 cents for the occasion, the difference being turned over to the treasury of the Rowing Club, a tidy sum being realized through the advance sale of tickets and the extra patronage.

F. W. Leduc, Manager Casino, Ottawa

Announcement is made that F. W. Leduc is now the manager in charge of the Casino Theatre, Ottawa, Ontario. This house was operated for some months by Froman and Petigorsky of Ottawa, when it was run under a different name. When Mr. Leduc resumed control of the house, one of his first acts was to revive the original name "Casino."

During the week of November 29 every lady patron at the Casino was given a souvenir spoon, this being done to encourage lady patronage once more. The film feature was "Silence."

SECRET SERVICE

By FLAPPER SHERLOCK

This column is conducted by a Flapper Movie Fan. We are publishing just as she has written her news, unedited—seeing ourselves as others see us might prove entertaining. —*ED.*

Marilyn Miller and Jack Pickford have come to an agreement, namely divorce. Rumours to the effect that Miss Miller will marry Ben Lyon. The divorce will take place in Paris, and it is on a friendly basis, no alimony asked. I should say that is friendly. Another marriage knot untied.

Here's where Dorothy Mackaill steps in for a little publicity. After a six weeks courtship, she has become the wife of Lother Mendes, German director. Dorothy will make a charming House-Frau—nicht war?

May Allison has tried the "blushing bride" act again. Having divorced Robert Ellis Reel, in 1925, she has married James Quirk, editor and publisher of "Photoplay." Now she can get her picture in the "Photoplay" anytime she wants to.

Everyone has been waiting to see how long Mary Hay and her husband, Richard Barthelmess, could stay separated, without taking any legal steps. Mary is now seeking a divorce, and probably Dick will give all the fair maidens the once over and "Take unto himself another wife." If I were telling all I know, a friend of mine saw him with Patsy Ruth Miller.

Albert Rogell and Eva Gregory, broadcast from station B-L-I-S-S, telling the world they are engaged.

K. M. LEACH IMPROVES STRAND CALGARY

K. M. Leach, manager of the Strand Theatre, Calgary, Alta., announces many improvements will be made to his theatre during the next few weeks. These will include the installation of the newest type of Simplex motion picture machines with low intensity reflecting arc lamps; a new gold fibre screen and a modern indirect heating and ventilating system. The low intensity arc is the latest improvement to the motion picture machine, Mr. Leach states. The result is a much brighter yet softer picture reflected on the screen, and a noticeable absence of any flickering or tiring effect on the eyes. Characters are made to appear more life-like and clearer.

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Syd Chaplin, one of Warner's box-office sureties whose latest picture, "The Better 'Ole," is a riot.

Director Arvid E. Gillstrom trying the gloves on Margaret Morris, feminine lead in the "Bill Grimm's Progress" series for F. B. O., she has a dangerous glint in her eye. The scene is from the seventh episode, "The Bruisers and Losers."

Looks like conspiracy between Chester Conklin and Edward Martindel. Scene from First National's, "The Duchess of Buffalo," starring Constance Talmadge.

Gwen Lee, charming Metro-Goldwyn-Mayer player, who will be seen with Norma Shearer and Conrad Nagel in "There You Are."

Another remarkable Columbia cast assembled for "Sweet Rosie O'Grady," from left to right: E. Alyn Warren, Lester Bernard, Cullen Landis, Shirley Mason, Otto Lederer, William Conklin.

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Kosher KITTY Kelly

VIOLA DANA

VERA GORDON

NAT CARR

How

GREATER

F.B.O.

Has Grown!

What Does the Newspaper Say?

Much credit is due James Horn for his able direction of this picture which moves briskly and breezily along. "*Kosher* Kitty Kelly" is the best sample of the "Abie's Irish Rose" motif that we have yet seen on the screen. —N. Y. Telegram.

What Does the Trade Paper Say?

A cousin to "Cohens and Kellys,"---It is hard to conceive of an audience which will not roar at the drolleries and thrill at the honest sentiment of "*Kosher* Kitty Kelly," a splendidly entertaining photoplay which exploits itself. —Screen Press (Spotlight).

What Does the Exhibitor Say?

"*Kosher* Kitty Kelly" proved public stronger than ever for Jewish-Irish pictures and enjoyed remarkable business during its engagement at our Missouri Theatre. Congratulations on one of the finest pictures of the year. —S. P. Skouras, St. Louis, Mo.

What Does the Box-Office Say?

Figuroa Theatre (L.A.) "*Kosher* Kitty Kelly" (F.B.O.) (1600, 25-75) second week winner, drawing around $8500. Caught on rather strong and is being held over for a third week. (Considered one of the best comedy dramas of the year). —Variety & Fred Miller

What Does Greater F.B.O. Say?

"*Kosher* Kitty Kelly" was adapted from a stage success which played Broadway for two solid years. Viola Dana, Vera Gordon and Nat Carr do the best work of their careers. Everybody says you should play this remarkable attraction---

What Do You Say?

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CANADIAN MOVING PICTURE DIGEST

Vol. 18, No. 33. TORONTO 2, CANADA December 18th, 1926

THE BEST CHRISTMAS CARD FOR PATRONS

Ask Metro-Goldwyn-Mayer

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2

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Simultaneous With Its Big Broadway $2 Presentation

YOU GET

M-G-M again!
YOU get
THE Marine Epic.
A gigantic show
MONTHS in the making.
LON Chaney's Biggest!
IT has laughs, thrills, spectacle!
YOU get it with the full advantage
OF its colossal $2 Broadway send-off!
TAKE a tip! Act now!

With Eleanor Boardman, William Haines and Carmel Myers. A George Hill production. Screen play by E. Richard Schayer. Titles by Joe Farnham. Directed by George Hill.

METRO-GOLDWYN-MAYER

OH BOY! *Scarlet Letter—Fire Brigade—Tell it to the Marines* **OH BOY!**

Google

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Paramount Pictures

In every large city in Canada and the United States the Best Theatres show Paramount Pictures regularly--many of them nothing else. The same thing is true in every small town where there's a Live Theatre and a Manager who is alert to what his people want.

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The Greatest Word in the Show Business

Famous-Lasky Film Service, Limited

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D. W. Griffith's

"SORROWS

By MARI

WITH
Adolphe Menjou
As Satan
RICARDO CORTEZ
CAROL DEMPSTER
LYA DE PUTTI

A Paran

NOW A

REGENT

TORONT

Two Shows Daily

Admission--50c to $1.50

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London	The Canadian	Beau Geste
The Rough Riders	Casey at the Bat	We're in the Navy Now
Harold Lloyd	Old Ironsides	Greatest Show on Earth

Famous-Lasky F

St. John - Montreal - Toronto

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Big Road Show
OF SATAN"

ORELLI

nt Picture

THE

THEATRE

n Service Limited

Winnipeg - Calgary - Vancouver

Go gle

110,000 People

SAW

Herbert Brenon's

"God Gave Me 20 Cents"

AT THE

Paramount Theatre

NEW YORK

Chosen on its Box Office Merits to Open the World's Greatest Theatre

First of Paramount's Perfect 39

(February - August, 1927)

Famous-Lasky Film Service, Ltd.

St. John - Montreal - Toronto - Winnipeg - Calgary - Vancouver

If It's a Paramount Picture, It's the Best Show in Town

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AL CHRISTIE'S

Great Comedy Success!

"The NERVOUS WRECK"

A rootin', tootin', shootin' guy none could check, was this bloomin', moonin', h u n g r y wreck — He thought he was dyin', but Cupid knew he was lyin', so he switched the deck, and believe us, things began to hum — By heck!

WITH
HARRISON FORD
PHYLLIS HAVER
CHESTER CONKLIN,
MACK SWAIN AND
HOBART BOSWORTH

Adapted by
F. McGREW WILLIS
From the dramatization by
OWEN DAVIS
Based upon the story The WRECK
by E. J. RATH
Produced on the stage by
LEWIS and GORDON

Directed by **SCOTT SIDNEY**

REGAL FILMS LIMITED

Canadian Distributors

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Single Reels That Give Tone and Class to Your Show

Here are Five Short Subjects that are used in nearly all of the better class Canadian Theatres because of their entertainment and instructional value.

Canadian Pathe News

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The Screen's Only Magazine- Entertaining, Instructive

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Each Sport treated in a Novel, Unique Manner

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Canadian Moving Picture DIGEST

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"Leetle Old New York"

RAY LEWIS

AS I WAS SAYIN', in The Digest last week, I goes up to see that Arbitration fellah Pettijohn, what has established those Film Boards for Motion Pictures; and them that courts where the "Spirit of Democracy," as our preacher sez, "most prevails, since men are tried by their equals."

I sez to Charles J., them is his Christian names, "What's all the Arbitration shoutin' about?" and he folds his hands and smiles kindly.

"You see," sez he, "You can't perfect an institution in an Industry when that Industry has taken nearly twenty-five years to prepare itself for that institution, naturally things are not going to run as smoothly as we would like them."

* * *

I LETS Pettijohn keep on talkin' cause our preacher sez, "Any man who talks long enough is bound to give himself away," and I'm hopin' that that thar Pettijohn is goin' to say somethin' which will excuse some of that Arbitration shoutin'.

But I'll be ding-busted if he jes' don't keep on smilin' benignly, and talkin' real sense, all in dead earnest, and indicatin', as our preacher sez, "A purpose that is constructive and designed for the greatest good to the greatest number."

* * *

"YOU SEE," sez Pettijohn, you notices he allus sez "you see," 'cause he labors under the impression that so many of us can't see whar we are heading, which is generally right.

"In an Industry where competition is so keen," sez Pettijohn, "and this competition exists between the buyers and those who produce, where the disadvantage of one Exhibitor might produce an advantage for another Exhibitor, you might find Exhibitors not "shooting straight" in their decisions, and the same holds good for the Distributors, but gradually both sides will learn the benefits to be gained by observing the spirit of the contract; and the Arbitration Boards will not only establish a finer code of honour, but will help to place the business of motion picture upon the same basis as that enjoyed by other Industries and enterprises."

HERE I shouts, "Three Cheers" and "a Tiger," for I think Pettijohn has made a fine speech, an' I might have been sittin' thar yet, listenin' in, but I hears a voice say, "A government of the people, by the people, for the people," an' I knows that is the Hon. Will H. Hays.

* * *

WAL, I sneaks out before he catches sight of me, 'cause I know that that thar fellah, Will Hays, knows his history of the United States; and is very closely related to that thar Declaration of Independence, the Constitution of which he can recite off by heart, never missin' even a "whereby" or a "whereas."

* * *

I SEZ to me, sez I, as I hears him talkin' about "that grand and glorious United States which has fostered that grand and glorious Industry of Motion Pictures," I sez to me, sez I, "All the British Motion Picture Industry needs is a British Will Hays; an' I'll be gol durned if they won't be playin' 'God Save the King,' in them thar picture theatres on Broadway."

* * *

BEIN' as I am in "Leetle Old New York," I goes over to see that thar John Barrymore picture, "Don Juan." That thar fellah spends all his time wooin' them thar gals, they sticks to him like as if he was thar "meal ticket."

* * *

I SEZ to me, sez I, in the words of our preacher, when I sees Don Juan's date list, "Solomon in all his glory," wuz not equal to this.

You know, in the first part of "Don Juan," he is his own father, and I'll be gol durned if he ain't as good as that fellah they called Booth once upon a time.

He travels a lot and his wife she meets another travellin' man; and one of them thar dwarfs gives her away, and the row begins. "Don Juan" he ain't got no more use for wimmen, outside of "lovin' and leavin' them," and he teaches his son that thar policy, 'til he dies, and I sez to me, sez I, the world is full of "Don Juans."

(Continued on Page 12)

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CHOOSE BY COMPARISON

COLLEEN MOORE
in
"It Must Be Love
Twinkletoes

CORINNE GRIFFITH
in
Classified
Syncopating Sue

MILTON SILLS
in
Paradise
The Silent Lover

RICHARD BARTHELMESS
in
The Amateur Gentleman
The White Black Sheep

CONSTANCE TALMADGE
in
Her Sister From Paris
The Duchess of Buffalo

KEN MAYNARD
in
Senor Daredevil
The Unknown Cavalier

ROBERT KANE
Productions
The Great Deception
The Prince of Tempters

DOROTHY MACKAIL
in
Subway Sadie
Just Another Blonde

To settle for all time any argument about which Company's product leads the field select six, eight or ten consecutive releases from any distributor's program and play them on the same days of alternate weeks that you play First National - - - The comparison in profits definitely decides who's who in this industry and invariably creates a new account for First National.

FIRST NATIONAL PICTURES

BEST BY TEST EAST OR WEST

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Right on the dot with THIS WEEKS First National Wonderfilm—

Here Y'are brother!

N.Y. Strand Premiere sell-out Nov. 13. proved *Silence* is GOLDEN!

Delivered on that same amazing, never-failing Week-After-Week, Hit-After-Hit Schedule that gave you—

Nov. 7.

FOREVER AFTER
with
MARY ASTOR *and* **LLOYD HUGHES**

All-American Football Classic of 1926! Don't envy "Cold Cash" Pyle . . . . Smart Showmen are getting their cut of the football millions by playing this line-plunging romance—QUICK!

Oct. 31.

CORINNE GRIFFITH
in
SYNCOPATING SUE

Gives 'em a different Corinne Griffith. Lovelier and livelier than ever. They go wild when Corinne goes into her dance!

Oct. 17.

THE PRINCE OF TEMPTERS
Presented by Robert T. Kane with 7-Star Cast

Secret Special that thrilled Broadway. Tremendous production by Europe's genius—Lothar Mendes. Now filling the finest theatres in the land!

Gosh ain't it wonderful how First National comes through!

it's FIRST NATIONAL'S NEW IDEA in SHOWMANSHIP!

Get the idea!

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"LEETLE OLD NEW YORK"

(Continued from Page 9)

AN' THEN that thar Barrymore he plays the son, an' he tries to be kittenish with them thar gals, an' sometimes he is good, but other times, he "gets away with murder."

An' he tries to do them thar gymnastic stunts like Douglas Fairbanks, an' he is purty good, though not as good as Doug; 'cause Doug's anatomy has had the jumps since he was a youngster, while that thar Barrymore chap, he allus played in "legitimate drama," as our preacher sez, and no one jumps about thar, 'cause if an actor do, they calls him a "Ham," an' a scenery chewer.

* * *

THAT gal, "Lucretia Borgia," what wuz played by Estelle Taylor, she is a handsome dame, but she is like the Queen Bee, one hug of her an' they picks up the pieces of the drone what did the huggin'.

* * *

BUT that thar Mary Astor, what plays the Duke Della Varnese daughter, she is sweet, but she lets "Don Juan" know whar he gets off at when he starts his "hanky panky" business by stealin' right into her bedroom and tryin' to take liberties what is restricted for bridegrooms and brides only.

* * *

DING bust it, but "Don Juan" learns his lesson P.D.Q., an' of course jes' like us humans he wants what he can't get, and he nearly gets his "Hallelujah" tryin' to marry that gal, but he gets her in the end.

That thar pictur had to end happily 'cause thar is plenty of Borgia poison and trouble runnin' through it, an' you had to be cheered up.

Thar is a lot of fine actors in that thar picture, but I ain't got time to mention them all, 'cause I wants to tell you 'bout that Vitaphone what sure is some invention.

* * *

AWAY back home, we got a pianner player what plays "Hearts and Flowers," when the pictur is sad, and "Poet and Peasant" when things are hummin' pretty lively.

He plays the organ at our church too on Sundays, an' for choir practise, but the Vitaphone has him licked, 'cause I'll be goldurned if it don't play everything off by heart, an' come in with just the right music at the right time.

Our preacher sez, "Necessity is the Mother of Invention," and I sez to me, sez I, I thinks it is necessity to cut down some of them thar Motion Picture presentations overhead, and it looks to me as if that thar Vitaphone has been invented to do that thar cuttin'.

There's that pesky little box, about as big as Tom Thumb, it plays symphonies by full orchestras, you can hear all them thar instruments; an' it shows you singers and solo musicians doin' their five dollar a seat admission stunts, with that thar screen makin' all their faces and movements right in time with the music.

They is right on that thar screen, like real performers. An' that thar Vitaphone synchronizing. As our preacher sez, "Suiting the action to the word, the word to the action."

But I ain't goin' to tell you any more 'bout that Vitaphone, 'cause I'm thinkin' of buyin' some stock, and if I tell you how great it is, the price will go up.

An' makin' my livin' in "God's Country," out of the motion picture crop thar, which is sparse, I only has a gold nugget which my grandfather dug out of them thar gold mines in Canada, to invest, an' if anyone gets that gold nugget away from me, they're a better gold-digger than I am, and I hopes Sam Morris hears me an' makes me a Christmas present of some Vitaphone stock, or a Digest advertising contract, they is both good investments, 'cause I know Sam Morris is great on "good will."

* * *

I SEZ "Hello" to Harry Warner 'cause I likes to say "Howdy" to live people an' that Harry is sure some live garcon.

I talks to Sam Morris too, 'cause he is so good at bein' friendly, and I wants to learn how he sells pictures, 'cause it might come in handy in helpin' me sell my crop.

* * *

THEN I walks over to see my old friend, "Nick Schenck," an' I sez to me, sez I, in the words of our preacher, "The Lord loveth a cheerful giver," and that Nicholas Schenck sure has a reputation for bein' a "cheerful giver" alright.

He treats you like you wuz one of his pals, an' you wuz just goin' to insure your life in his favour, an' after he has done all he can do for you, you leaves his place with him thankin' you as if you wuz bein' the one what wuz doin' all the "cheerful givin."

* * *

I SEZ to me, sez I, a disposition like that gets a lot of fun out of livin' and since we is all livin' to get the most out of life, it looks to me as if that thar Nicholas Schenck is livin' the right way.

An' I hopes very hard with him that that thar "little big fellah," he always talks softly about, that thar Marcus Loew, that he "lives long an' prosperous," 'cause that Nick Schenck has a great love for him, and he sez that Marcus is "a bit of the real thing.

An' I meets that thar Mr. Rubin too, of the Loew Enterprises, and I watches my p's and q's 'cause his face looks mighty clever, an' I might grow alfalfa in Canada, but I ain't pertickular 'bout them pullin' hayseed from my whiskers, by Gosh.

That thar Rubin fellah he lets me talk a lot, and I sees he ain't the talkin' kind, an' he is sizin' up "my vocabulary," as our preacher calls them thar long words you uses in talkin'.

So I thinks up a few of the ideas what has been churnin' in my brain when I is drivin' my cows home from pasture, under the golden spell of a Canadian sunset, an' he listens quiet like, jes' like the world is quiet, 'fore the dawn.

An' cause he is listenin' I keeps on spielin' 'cause sez I to me, sez I, "That fellah ain't got no time fur the prattle of infants, I must be hittin' the "bull's eye."

* * *

I'M talkin' 'bout our Trade Press, an' I am riled, 'cause I larns a new word in connection with it called "Black Jack," "Burglar Editors."

(Continued in Christmas Issue)

* * *

In the Christmas Issue of The Digest will be announced the prize winners of the First National Banner Group Letter Contest. The first prize is $50.00 in gold and the second $25.00. An exhibitor in Ontario and one in Quebec secured the prizes. The judges were Roy O'Connor, of the Prince of Wales Theatre, Toronto; J. C. Appel, of First National and Ray Lewis.

Ray Lewis

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Toronto Theatres

UPTOWN — "Upstage," with Norma Shearer—Metro-Goldwyn-Mayer. Class B. Norma always artistic, picture carefully and well produced, good entertainment.

TIVOLI — "Midnight Lovers," with Anna Q. Nilsson, and Lewis Stone —First National. Class B. Leads excellent.

REGENT — "Sorrows of Satan," with Adolphe Menjou, Carol Dempster, Lya de Putti and Ricardo Cortez — Paramount. Class B plus Individual acting excellent. Two big scenes which give you a flash of what Griffith can do.

LOEW'S — "The Flaming Forest," Metro-Goldwyn-Mayer. Class A. All Canadian and acclaimed the best Canadian ever presented. Renee Adoree does big work, so does Antonio Moreno.

PANTAGES — "Everybody's Acting," with Betty Bronson — Paramount. Class B plus. Full of stars who help to make a joyful evening's fun.

Neighborhood Theatres

PALACE — "Kid Boots," with Eddie Cantor — Paramount. Class B. Eddie scores on screen, nearly as well as on the stage. Clara Bow helps out immensely. "The Four Horsemen," Rudolph Valentino — Metro-Goldwyn-Mayer. Class A. This picture is as good as new and repeating engagements to packed business.

ST. CLAIR — "Syncopating Sue," with Corinne Griffith — First National. Class B. Corinne lets herself go in this snappy, spicy, syncopating picture. "Mismates," with Doris Kenyon — First National. Class B. Doris always delightful.

YORK — "Kid Boots," with Eddie Cantor — Paramount. "Stella Dallas," with Belle Bennett — United Artists. Class A. Individual work of players outstanding.

COLLEGE — "Men of Steel," with Milton Sills — First National. Class A. Sills at his best, a sure money getter. "Stella Dallas," with Belle Bennett — United Artists.

BEACH — "Three Bad Men," All Star Cast — Fox. Class A. As "bad men," they're "good." Real box-office attraction. "The Ace of Cads," with Adolphe Menjou — Paramount. Class B. Menjou does good work in a sympathetic role.

CAPITOL — "Kid Boots," with Eddie Cantor — Paramount. "Love's Blindness" with Pauline Starke and Antonio Moreno—Metro-Goldwyn-Mayer. Class B.

Friendly Dinner Given To H. M. Thomas

Leaves For Two Months' Sojourn in Vancouver.

About seventy-five friends of H. M. Thomas, Western Divisional Manager Famous Players, attended a farewell dinner in his honour at Frank's Cafe, prior to his departure for Vancouver, B.C., where he will reside for several months and have charge of the Western Division for that city.

Mr. Syd Barnes, on behalf of those present, presented Mr. Thomas with an English bridal leather bag.

Mr. Barnes was toast-master, with Walter Davies, vice-president of the Screen Club of Winnipeg, co-operating.

Among the speakers were Morris Milligan, Toronto Manager Famous-Lasky, Phil Hansher, Manager Famous in Vancouver, B.C., V. Armond, "Ad" Wilson, Charles A. Schufele who will now manage Capitol, Winnipeg; Walter Davis, George Law, Al Ritchie, Norman Code, Earle Hill, Ted Gould and representatives of the press. Mrs. Thomas will accompany Mr. Thomas to Vancouver.

MOUNT DENNIS TO HAVE NEW THEATRE IN SPRING

Negotiations are proceeding for the erection of a theatre in Mount Dennis early in the Spring, with a seating capacity of 1,000. The site near the corner of Bartonville Avenue and Weston Road. Financed by the Weston Theatre Company. The success of the Weston has inspired this new theatre more.

The Weston Road is being paved and the completion of a municipally-owned car line is another inducement.

"THE CAMPUS FLIRT" GETS INTO SOCIETY

As a result of the presentation of the Bebe Daniels feature, "The Campus Flirt," at the B. F. Keith's Theatre, Ottawa, Ontario, a group of young Ottawa ladies, graduates of the local collegiate, organized a Kappa Betta Club, this being the exclusive sorority that figured in the film plot. The new club staged a dance at the Hollywood Gardens, Ottawa, at which more than 200 young people were in attendance. The local club is enjoying the co-operation of Manager J. M. Franklin, of Keith's Theatre, and it has become a permanent social feature.

Maitland Banting, manager of the Dreamland Theatre, Barry, Ont., visited Toronto.

LAST MINUTE NEWS

Lyric Theatre, Hamilton, put up for auction December 8th. Capacity 1,800. Ten per cent purchase price to be paid down, balance within fifteen days. Sale offered by order of mortgagee.

Faversham to play Princess, Toronto, for short engagement beginning December 27th, with "The Square Man," claims modern plays present "not realism, but plain filth"; must play up to the best. No profits in playing down. One producer spent two hundred thousand on filthy play which ran only three weeks.

Graham Cutts, noted British film producer, receives American film offer to produce at Hollywood. May accept. Formerly manager of Movie Theatre. Produced "The Rat," other notable British features.

Marcus Loew's Theatres, Limited, declare dividend 3½ per cent, preference shares of company for the half year ending December 31st, 1926.

Mist creeps into British Film Studio and prevents completion of pictures.

Schools in States to experiment with Motion Pictures as part of educative curriculum. Geography and history among the subjects to be taught through the aid of the screen.

N. L. Nathanson, in addressing convention, Winnipeg, of managers and divisional managers, Famous Players Canadian Corp., stated that his company was striving to promote British and Canadian ideals and sentiments within its organization, to give the Canadian public more pictures and theatrical attractions of the better type. Corp. bringing in British theatrical companies.

American College of Surgery to formulate plans for teaching important branches of surgery and medicine through the production of motion pictures governing these branches. George Eastman has been appointed chairman of the Board of Directors and Will H. Hays is also a member. It is planned to photograph operations in slow motion and in color for visual instruction.

New theatre opens Red Deer, Alta. "The Quarterback" opening feature. Mayor Johns officiates as host, paying tribute to Messrs. Beatty and Johnston, proprietors of the theatre. Miss Hazel Plewes won prize for naming the theatre "The Crescent Theatre." Banquet at Auditorium Hall followed for friends of owners.

Phil Hazza, manager of Educational's Montreal Branch, had a conference with Mr. O. R. Hanson, General Manager for Canada, on the forthcoming British Gaumont Weekly Release and Chadwick features. The Educational Comedies are always a feature and book themselves, states Phil.

"Laugh Month" will not be introduced in Canada for January. The idea does not appear to catch on with the managers. I have an idea that preparations for a Laugh Month in Canada should be discussed and completed at least six months before the scheduled time.

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DAILY REVIEW PRESENTS PATHE SILVER JUBILEE

The Daily Review's Pathe Silver Jubilee Book, presents a striking appearance. The attractiveness of the lay-out, and the values in the presentation of material have been admirably handled. Such a testimonial book is of special value to the Trademark it represents since its publisher has neither stinted brain or expense in presenting Pathe to their best advantage.

FAMOUS MAY PRODUCE IN AUSTRALIA

"The Cinema," London, reports that Paramount may produce pictures in Australia, with a studio at Sydney. Zane Grey is to write a story of Australian life.

FINED FOR STEALING

The newest wrinkle, stealing posters and selling them to a poster exchange, was introduced in Toronto, when F. B. O. was forced to bring an action against a certain shipper, who was very successfully established in this kind of a Trade. Mr. Taylor's plea for mercy, got the culprit off with a fine of $25.00 and costs or ten days.

COLUMBIA NOW OWN EIGHT EXCHANGES

Columbia Pictures now have a total of eight Exchanges including the one established in Toronto with branches throughout Canada.

DAILY FILM PAPER LONDON, ENGLAND

Ernest W. Fredman, who recently received such an enthusiastic welcome from the American Film Trade and Press, is to publish a film daily in London, England, the first of its kind to be introduced. Mr. Fredman is the editor of the "Film Renter."

A. J. MASON LIKES "THE VOLGA BOATMAN"

In writing to the manager of Regal Films, St. John Exchange, A. J. Mason, manager of the Grand Opera House, Springhill, N.S., says:

"I just want to tell you that 'The Volga Boatman' is the best picture I have ever played in Springhill. It went over one hundred per cent, some of the patrons came back to see it a second time. It did a splendid gross business, far better than my average."

"LIFE OF CHAPLIN" IN LEGAL TANGLE

Charles Chaplin and Allied Artists Corp., Ltd., have applied in Chancery Court, London, for an injunction restraining H. B. Parkinson from showing or permitting to be shown "The Life of Charles Chaplin."

YARMOUTH AMUSEMENT COMPANY ENTERTAINS AT WAGNER'S

The Yarmouth Amusement and Theatrical Co., Ltd., of Yarmouth, N.S., entertained their associates, and ladies, their executive, officials and employees, in a "get together" party at Wagner's cafe. Discussions centralized around the adoption of the Peoples' Theatre into the family circle.

DEC. 6th SHOWS RECORD BUSINESS FOR REGAL

Without any special effort, or any so called drive, Regal Films reports that during the week of December 6th, it did a record business in all its exchanges. As is generally known, Regal Films distribute the entire productions of Metro-Goldwyn-Mayer, Producers Distributing Corporation, Exhibitors Distributing Corporation and Pathe, as well as several state right and British productions. The business of this Company has been growing by leaps and bounds and it probably furnishes feature pictures and comedies to more theatres in Canada, than any other Exchange in the Dominion.

PATRICIA, LONDON OPENED

The Patricia Theatre, London, Ont., opened recently under the management of Ed Warren of Toronto, who will give local talent an opportunity to present their entertainment value to local theatre-goers in addition to the presentation of good music and pictures.

The orchestra installed is under the management of Fred Thomson, of London.

DAHLIA VANCE HEIRESS

In a judgment issued by Justice Smith at Osgoode Hall, Dahlia Pears, of Toronto, known on the screen as Dahlia Vance falls heir to $25,000, as a trust sum set aside for her under an arrangement made by the heirs under the will of her grandfather, George Pears, who died in 1918.

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Famous Players Hold Conference Managers Key Cities West Meet

N. L. Nathanson Outlines Leading Issues

N. L. Nathanson, managing director of Famous Players Canadian Corporation, Toronto, arrived in Winnipeg, December 1, and held a conference with the divisional managers and the managers of the key cities of western Canada the afternoon of his arrival, the affair closing with a banquet in the evening at the Marlborough hotel. Mr. Nathanson outlined a number of important matters which he asked his western staff to get behind. Principally was the elimination of the Amusement Tax in the various provinces.

Managers in this territory freely expressed their views in respect to promoting business and these were given careful attention. Among those in attendance were: J. R. Muir, of Vancouver, B.C.; John Hazza, J. B. Barron and K. M. Leach, Calgary, Alta.; Walter P. Wilson and J. B. Reisman, Edmonton, Alta.; E. P. Fields, Moose Jaw, Sask.; Frank Miley, Saskatoon, Sask.; C. S. Ferguson, Brandon, Man.; Frank Robson, Fort William, and Charles W. Straws, Port Arthur, Ont. Walter F. Davis, manager of the Metropolitan Theatre, Winnipeg, had charge of the banquet arrangements, which were on a very unique scale and filled with characteristic and original ideas. The affair was a splendid success.

Mr. Nathanson and H. M. Thomas, western divisional manager, went on to Vancouver, B.C. Wednesday night. Mrs. Thomas went with the party. Mr. and Mrs. Thomas will remain in Vancouver for several weeks, the management of the Capitol Theatre, Vancouver, being vacant, owing to the recent death of Ralph Ruffner. Mr. Thomas will take charge of the Capitol until another resident manager is named. Charles Schufele, manager of the Lyceum Theatre, Winnipeg, for a number of months, will take Mr. Thomas' work over in Winnipeg during his absence.

RAY TUBMAN "COMES ACROSS"—PASSES TO FOOTBALL CLUB

Manager Ray Tubman of the Regent Theatre, Ottawa, Ontario, had to "come across" with a substantial obligation on December 9 as a result of a promise three months ago that he would give a month's pass to every member of the Ottawa Football Club if they won the Canadian Championship again this year. The Ottawas came through and Manager Tubman presented the prizes at a special football night on that date.

Frank Toutloff Arrested

Frank Toutloff, a hotelkeeper at Gatineau Point, Quebec, has been arrested on a charge of arson as a result of alleged developments arising out of the burning of the Moreau Theatre, Gatineau Point, six years ago. An alleged accomplice made a statement implicating Toutloff, saying that a lighted candle was placed on top of oily rags in the basement of the theatre, the structure bursting into flames about five hours later. Toutloff, who declares that he was not in Gatineau Point on the day of the fire, has been allowed out on $15,000 bail.

The theatre was owned by Rodolphe Moreau, a former mayor of the town. The loss through the fire was placed at $25,000. The house was never rebuilt.

Six-Page Souvenir Section For Centenary Published by Ottawa Journal

A special six-page souvenir section was published by the Ottawa Journal to commemorate the observance of the centenary of vaudeville at B. F. Keith's Theatre, Ottawa, for the week starting December 6. Much reading matter of a historical nature was published in the section and the numerous advertisements included congratulatory greetings from local merchants to Manager J. M. Franklin of Keith's, as well as the display announcements of business firms carrying on trade with the largest local house.

A feature of the special section was a reproduction of a letter of congratulations from Mayor John Balharrie of Ottawa in which he referred to B. F. Keith's Theatre as a civic asset for Ottawa.

The film feature for the centenary week at Ottawa Keith's was "The Quarterback," starring Richard Dix, and this was accompanied by moving pictures of the final Canadian championship football game between Ottawa and Toronto Varsity at Toronto on December 4, a special print being rushed to Ottawa for Monday's performances. Another interesting detail on the Monday evening was the announcing of the civic election returns from the Keith stage.

SPORTS

By LIONEL HARPER

The Famous Players junior hockey six, champions of Toronto, held their second workout of the season at the Arena Gardens on Saturday afternoon While the first practice brought out only the regulars of last Winter, the hour on the artificial ice was the incentive for enough players to make three teams.

The "Silver Six" went through a gruelling hour with the North Toronto junior O. H. A. club and after several and oft-repeated calls for help from the players of both teams who lacked the well-known conditioning, both teams had managed to count but once. Some thirty players came off the ice well-nigh exhausted after their strenuous efforts. Charlie Conacher, brother of the great and only Lionel Conacher (the "Big Train" of Rugby and the sterling defense man of the Pittsburg Pirates in the National Hockey League) sailed through for the only goal for North Toronto in the opening moments of the pastime but Heggie tied things up for the Famous in the closing strides when he went in alone to knot the count. It was a rough and tumble exhibition to say the least. Lack of condition and the desire of the managers to give every player a chance to show his worth resulted in frequent substitutions by both teams. North Toronto look just a little weak for the class of O. H. A. junior hockey played around Toronto but Tracy Shaw, who by the way may be seen any day at Warner Bros., will have them whipped into shape before many more days have passed. Tracy knows the game and if anyone can teach it to the youngsters, he will.

Jimmy Travis guarded the citadel for the Famous and the St. Clair boy will do. Jimmy hasa few rough edges but has the class and Dr. Russell Cowie is the authority for saying that he will be the best in Industrial circles before the season is closed. John Heggie and Irwin "Butch" Taylor look like the best defence so far. Heggie is big and fast and is a threat on the offensive as well as a tower of strength on the defence. Taylor will play the same steady hockey as last Winter and that is 'nuff said. The forward line is strong and the scoring division boasts several wicked shots which will be a nightmare to the enemy goaltenders very soon. Taken all-round, the club looks stronger than ever before and that means another championship.

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New Regent Opens Gatineau, Quebec

"Tales of a Thousand and One Nights" Opening Feature

The new town of Gatineau, Quebec, situated some 10 miles from Ottawa, the Canadian Capital, now boasts a moving picture theatre, the Regent, which was opened December 6 by the Gatineau Amusement Company, Limited. The new town has sprung up within the past eight months because of the establishment of the new mills in the vicinity by the International Paper Company. Already there are 175 well-built homes in the centre and these are all occupied.

The Regent Theatre has a seating capacity of 600 and is of fireproof construction. The general contractor was A. Amyot of Hull, Quebec; electrical equipment was provided and installed by C. H. Gravelle of Hull and the Heintzman & Company grand piano was purchased from C. W. Lindsay, Limited, Ottawa.

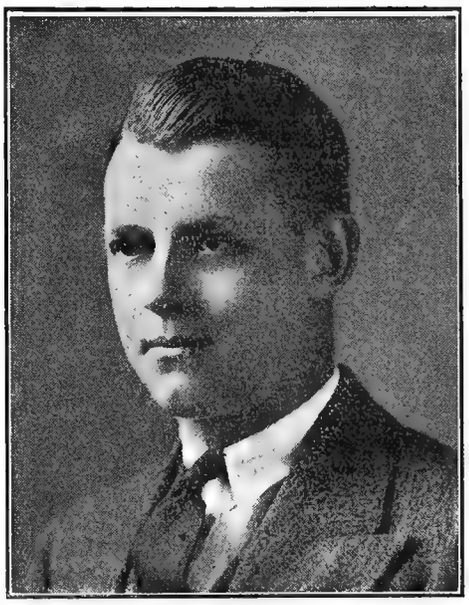
The Gatineau Amusement Company, Limited, is made up of Albert Amyot, president; J. E. Laflamme is secretary-treasurer. Rene Laflamme is the manager of the theatre. The Regent will have an orchestra. The opening feature was "Tales of a Thousand and One Nights," the programme also including two comedies, "Peggy's Heroes" and "Tin Hoss."

PATHE SERIALS

Serials are being used in more Canadian houses this season than has been the case for several seasons past. This no doubt, is due to two reasons — first and foremost the high calibre stories used in producing these chapter plays, as well as to the greater attention given to, and the large amount of money spent on their production. Pathe Serials have set a standard for high class productions, as against the old familiar type of cheap blood-and-thunder melodrama. Pathe has set ten episodes as a standard length of these serials, and that this has met with the approval of the exhibitors, is amply proven by the fact that these serials are being booked in many of the better class theatres and are made a regular feature of weekly programmes.

Imperial Theatre, St. John To Present Christmas Play

The Imperial Theatre, Saint John, has arranged a delightful Christmas playlet and has also a missing word contest in the newspapers which interests the kiddies greatly.



GERALD M. HOYT

First National salesman at St. John has had a meteorlike rise in the film industry. Entering the field with Regal in 1925 he shortly afterward joined Educational and in May, 1926, made his present connection with First National. Energetic and sincere, Gerald is very popular with the exhibitors throughout the Maritimes.

"Every Mother's Son" Marches to Victory

Continues to Break House Records Across Canada

"Every Mother's Son" continues on its triumphant march throughout Canada. Regal Films reports that it is receiving more bookings on this feature than on any of the many British-made films that it has brought into Canada. Not only this, more houses have broken their records with this feature than with any feature picture in recent years. Among the large first run houses who have recently seen their high mark for business smashed by "Every Mother's Son" are—Pantages, Toronto; Capitol, Vancouver; Pantages, Hamilton; Palace, Montreal; Capitol, St. Catharines; Capitol, Kingston; Metropolitan, Winnipeg; Capitol, Regina. and, as this is being written, several of the Toronto suburban theatres are playing the picture to "turn-away" business. The record of "Every Mother's Son" proves that there is a demand among the theatregoers in Canada for British-made films, provided they are good.

SEVENTH SHOWING THE FOUR HORSEMEN

A sensational showing of "The Four Horsemen" was held at the Opera House lately. Big crowds attended, what was the seventh showing of this picture in the city.

Cecil B. De Mille Voted Greatest Box-Office Director

Heads List Compiled From 2471 Exhibitors

CECIL B. DeMILLE has been voted the greatest box-office attraction among the directors.

In a canvass of 2471 representative theatregoers in all parts of the United States just made by the Exhibitors Herald, DeMille's name was conceded to have more drawing power with the American public than that of any other director. The convincing majority by which DeMille was thus acclaimed substantiates a previous vote on pictures in which DeMille's biblical opus, "The Ten Commandments" was found to be the greatest box-office production in motion picture history.

As a result of this questionaire, the ten leading directors, following in order after DeMille, were found to be D. W. Griffith, James Cruze, Erich Von Stroheim, Rex Ingram, Allan Dwan, Ernst Lubitsch, Frank Lloyd, Marshall Neilan and King Vidor.

DeMille is now engaged on another biblical picture, "The King of Kings," a pictorial story of the Christ. It will have no modern sequence as did "The Ten Commandments."

ANNA MAY WONG WITH CHADWICK

Anna May Wong, the screen's most popular delineator of Chinese ingenue roles, has been engaged by James Young for an important part in "Driven From Home," which he is directing for Chadwick Pictures Corporation. Miss Wong, who is best known for her work with Douglas Fairbanks in "The Thief of Bagdad," has also been featured by several of the leading companies.

Other recent additions to the cast of "Driven From Home" are Eric Mayne and K. Sojin. Virginia Lee Corbin will be featured. Released in Canada through Educational.

New Talking Films

The new talking films were shown on Saint John recently at the Unique Theatre. These are the De Forest Phono Films and were in charge of H. H. McArthur, of Halifax, who is looking after the films. Seven houses in the Maritimes will show these pictures. "Ships in the Night" was presented with a musical accompaniment. A vaudeville act gave the audience a splendid idea of the voice production.

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CHADWICK PRODUCTIONS

Devil's Island

with a cast including **Pauline Frederick,** Marion Nixon, George Lewis, Richard Tucker, Harry Northrup and William Dunn.

A tense stirring drama of a living death. Set in the spectacular background of the world renowned French penal settlement.

Transcontinental Limited

with an all star cast including **Johnnie Walker,** Eugenia Gilbert and Alec B. Francis.

The urge for a **Rousing** Melodrama is answered in this production. A **Great Railroad** story.

April Fool

The cast includes **Alexander Carr,** Duane Thompson, Snitz Edwards, Baby Peggy and Mary Alden.

April Fool is a dramatic comedy of New York, full of Chuckles and Heart Throbs! Tears of Joy and Sadness!

Paint and Powder

A **Hunt Stromberg** Production with **Elaine Hammerstein** and a supporting cast of Stars. "Paint and Powder is a true drama of stage life. A **Big Time Picture** made by a director of **Box Office** knockouts.

Winning the Futurity

A **Hunt Stromberg** production with Cullen Landis, Clara Horton, Otis Harlan and a powerful supporting cast. Horses tearing down the Home Stretch — A Fortune at Stake — Thundering Hoofs — Thumping Hearts — The Love of a Beautiful Girl — and Oh Boy! .. .. .. What-a-girl .. .. .. What-a-race .. .. .. **What-A-Picture!!**

Sweet Adeline

"Sweet Adeline," a never-to-be-forgotten ballad, the song hit of a generation. "Sweet Adeline," the inspiration of the amateur tenor — the foundation of your home town quartette. An Old Time Small Town Comedy with Gertrude Olmstead, Jack Clifford, Gertrude Short and **Charles Ray.**

Wizard of Oz

A picturization of the **World's Most Famous Fantasy** — unlike anything ever screened before. It has laughs--thrills--drama--wonderful trick effects--and--a cast which is **Your Assurance** of **Big Profits.**

The cast includes **Larry Semon,** Dorothy Dwan, Mary Carr, Charles Murray, Bryant Washburn, Virginia Pearson, Josef Swickard and many others.

The Bells

Sir Henry Irving's Masterpiece — A **Classic** that will live forever.

A Soul-Strring Drama of **Love, Greed** and an **Avenging Conscience,** with **Lionel Barrymore** as Mathias.

Prints on the above now in Canadian Educational Exchanges Available for Release
Additional Releases in Production Will Be Announced Later.

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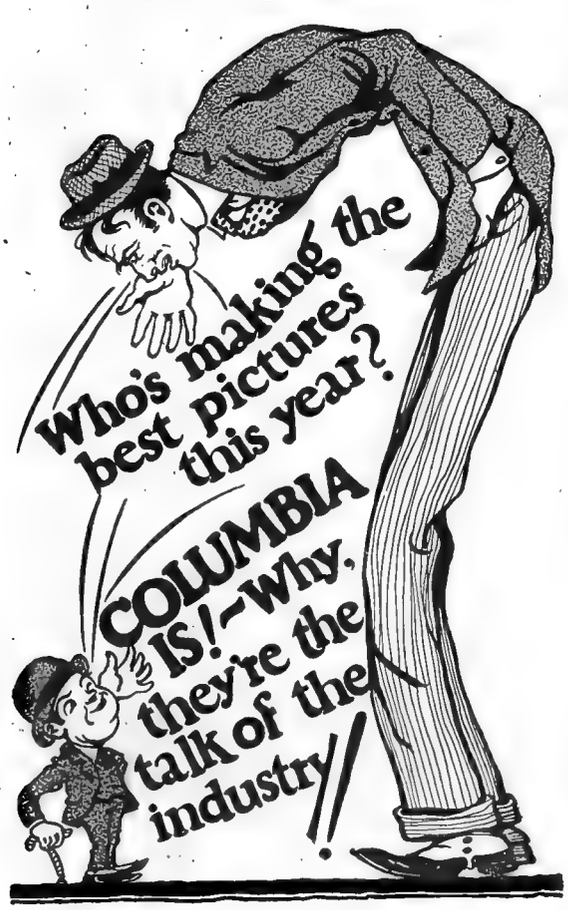
MAYOR BALHARRIE OTTAWA, GIVEN THIRD TERM

P. J. Nolan, proprietor of the Rex Theatre, Ottawa, made a remarkably fine run for the mayoralty of Ottawa in the civic elections a few days ago. Mr. Nolan, who had previously been an alderman of the Canadian Capital, was beaten out by the present encumbant of the office, Mayor Balharrie, who is now to serve his third term. Mr. Nolan conducted a spectacular campaign but after it was all over he announced that he was the winner because he could now devote necessary time to his own business.

WE'RE IN THE NAVY NOW EVERY MOTHER'S SON

Saturday Morning Double Header

A Saturday morning matinee with a double-header programme was the feature at the Regent Theatre, Ottawa, Ontario, on December 11. Manager Ray Tubman provided a bill which consisted of the film features for the past and coming weeks for the children, the admission being 15 cents. The subjects were "We're in the Navy Now," which had just closed its engagement, and the British feature, "Every Mother's Son." the attraction for the following week. The place was packed.



PROJECTION

By GUY E. McALLAN

AN ORDINARY spring clothes pin will be found a very handy tool for replacing fuses in the theatre panel board; and will save many a burn and shock as these boards are very often crowded.

* * *

A novel and useful method of making announcement slides in a hurry is to dissolve pieces of an old broken phonograph record in alcohol until a dark rather thick solution results, a few clean slide glasses should be coated with this and allowed to dry, when you wish to make a slide in a hurry you write your message with some sharp pointed instrument which will scratch away the coating, the screen result is white letters on a black background.

* * *

Anyone who has replaced the small screws in the gate of a Powers' projector will agree that they sure are small and difficult to handle, however, by the following little kink no trouble will be experienced in getting them into place. Each screw is first passed through a piece of tough drapping paper which serves as a handle to hold it until it is started.

* * *

Of great interest to projectionists is the report that the U. S. bureau of standards has discovered a perfect optical glass for use in lens making. Photos of a watch taken through four inches of this glass showed no absorbing of the light rays, it should be very useful in the construction of projection lens.

EXCLUSIVE CANADIAN FILM APPLIES FOR CHARTER

The Exclusive Canadian Film Company, Limited, has been organized under a Canadian Federal company charter with headquarters at Toronto, Ontario, for the purpose of producing and distributing Canadian film subjects.

Ray Tubman's Standing High Famous Managers

During the week of December 6, Manager Ray Tubman, of the Regent Theatre, Ottawa, was standing on top of the world in the manager's bonus competition of the Famous Players Canadian Corp., being in first place in the Eastern Division of the contest.

ALBERT AMYOT ELECTED PRESIDENT KIWANIS

Manager New Regent Theatre Gatineau

Albert Amyot, of Hull, Quebec, president of the Gatineau Amusements, Limited, of Gatineau, Quebec, which recently opened in the new Regent Theatre at Gatineau, has been elected president of the Kiwanis Club of Hull, the elections taking place December 9. The town of Gatineau is a brand new community which already boasts 179 homes for workers of the International Paper Company's new pulp mill. The Regent seats 600 persons. It was opened December fourth.

38th HIGHLANDERS GIVE CONCERT AT COLUMBIA

The new band of the 38th Highlanders of Ottawa, Ontario, offered its first public concert in the Columbia Theatre, a neighborhood house of Ottawa owned by P. J. Nolan, on Sunday, December 12. This was one of the first special stunts ever conducted for the Columbia.

Mr. & Mrs. W. H. Golding Imperial Theatre, St. John Celebrate Silver Wedding

Mr. and Mrs. W. H. Golding were warmly congratulated recently upon the twenty-fifth anniversary of their wedding. They were made the recipients of a Silver Service Tray from the members of the Imperial staff and gifts were also received from the family as well as from the very large circle of intimate friends.

OPENING OF CANADIAN PARLIAMENT IN MOVIES

The actual opening of the Canadian Parliament has at last been recorded in moving pictures, the opening of the first session of the 16th Parliament at Ottawa, Ontario, on December 10 being shot by a cameraman who placed in the public gallery of the House of Commons for the occasion. The historical print was made under the supervision of Raymond S. Peck, director of the Canadian Government Motion Picture Studio, at Ottawa.

Pathe and P. D. C. merger grows closer to being closed. Cecil DeMille reported as in favour.

Toronto Telegram states "The Flaming Forest" will hit the Canadian right in his patriotic solar plexus. "It is going to do the heart of the Canadian movie fan good," is another comment.

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Marceline Day and John Harron, in that delightful Metro-Goldwyn-Mayer feature, "The Boy Friend."

Charles Farrell, one of the younger Fox stars making rapid strides towards popularity.

"Old Ironsides" Banquet

A flashlight of the guests assembled at the dinner given in honour of the Secretary of the Navy of the United States, the Hon. Curtis D. Wilbur, at the Biltmore Hotel. The dinner preceded the premiere presentation of "Old Ironsides" at the Rivoli, New York, Paramount's, James Cruze magnificent venture.

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Christmas Souvenir Number

The Canadian Moving Picture Digest

WILL PRESENT

"The Canadianization of the American Pictures Industry in Canada"

"What the Motion Picture Industry has Meant to Canada" as expressed by the Premiers of the Dominion.

"Living Pillars of Our Motion Picture Industry" as expressed in the Biographies of the leaders of the Silent Drama.

"Screen Personalities of Canada."

"Building up an Empire of Motion Pictures in Canada," by N. L. Nathanson.

"The League of Nations of Motion Pictures," by The Honorable Will Hays.

"The Business of Distribution," by the Canadian General Managers of Distribution.

"The Service of Organization," by J. C. Brady, President of the Motion Picture Theatre Owners of Canada.

"The Meaning of Arbitration," by Charles Pettijohn.

Special Message from Col. John Cooper.

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CANADIAN MOVING PICTURE DIGEST

CHRISTMAS NUMBER

Vol. 18, No. 34. TORONTO 2, CANADA December 25th, 1926

and dear Santa please send daddy more of those metro-goldwyn-mayer pictures... they make him so happy...

Metro-Goldwyn-Mayer

extends sincere holiday wishes to the motion picture industry

PUBLISHED BY

CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

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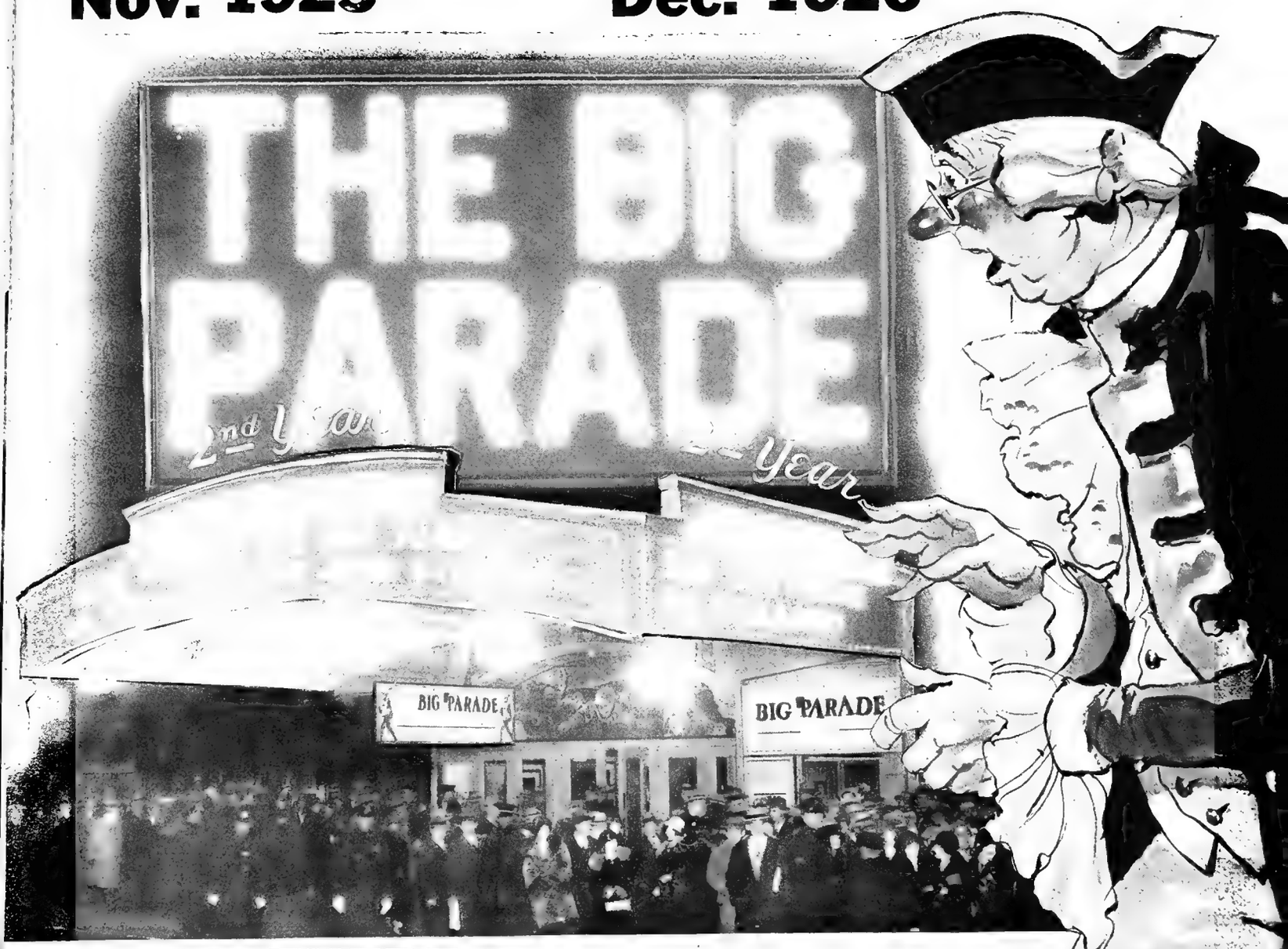
Nov. 1925 **Dec. 1926**



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COLUMBUS *4 weeks*	PROVIDENCE *4 weeks*	INDIANAPOLIS *3 weeks*	MINNEAPOLIS *3 weeks*	ST. PAUL *3 weeks*	DENVER *3 weeks*	LONDON *23 weeks*
						PARIS *Just started*

THE PRODUCERS OF "THE BIG PARADE", "BEN-HUR", "SCARLET LETTER", "THE FIRE BRIGADE", "MERRY WIDOW", "TELL IT TO THE MARINES" AND OTHER BIG HITS

METRO-GOLDWYN-MAYER

THEY'RE THE PRODUCERS TO TIE TO!

FATHER KNICK:
"Second Year! My only rival as the permanent fixture of New York!"

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ROUND BY ROUND STORY

How **M-G-M** *won the World's Heavyweight Championship*

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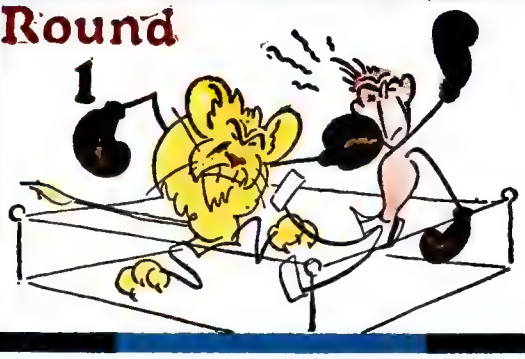
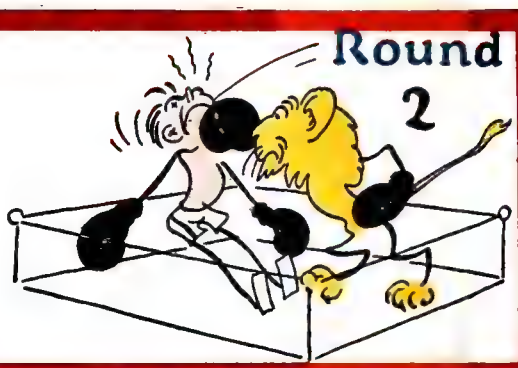
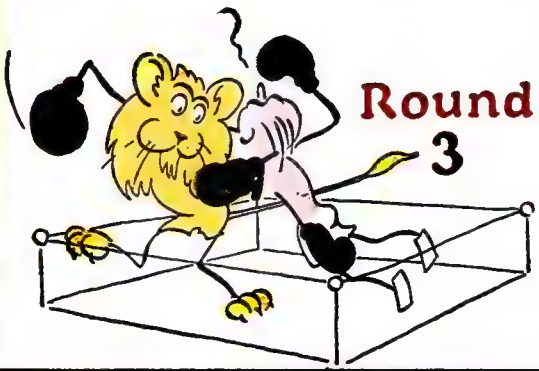


ROUND ONE. The Lion in great shape . . . starts off with a rush . . . Opposition sees Stars . . . John Gilbert, Marion Davies, Lillian Gish, Norma Shearer, Buster Keaton, Mae Murray, Lon Chaney, Ramon Novarro . . . Crowd cheers Lion . . .

ROUND TWO. Audience on its toes as Lion socks across a "He Who Gets Slapped" right to the box-office . . . Follows through with a "Navigator" "His Hour"... Applause . . . In the Lion's corner Marcus Loew, Nick Schenck, Louis B. Mayer, Irving Thalberg, Harry Rapf, Hunt Stromberg and others plan smart showman campaign to capture World's Championship . . .





ROUND THREE. The talk of the industry at ringside is about the Lion's clever directors . . . he's got the smartest ones in the business . . . no wonder he's battling in such sensational form . . . Zowie! Lion opens up right in the Embassy with some Gloria Gould fireworks and sends a "Merry Widow" wallop waltzing through history . . . follows through with "Unholy Three" uppercut . . . boys, did you ever see anything like this slugging, record-smashing Lion?

ROUND FOUR. This session starts with a Trackless Train body blow that's heard 'round the world . . . . (it's somewhere in Europe now) . . . Lion's consistent delivery amazes opposition . . . . one after another "Never The Twain" "Midshipman" "His Secretary." . . . . Lion slips across "Mike" and round ends in uproar . . . .

ROUND FIVE. Lion blankets Broadway with seven attractions at one clip, giving writers at ringside something to talk about for next ten years..."Big Parade" at Astor, "Ben-Hur" at Geo. M. Cohan, "Marē Nostrum" at Criterion, "La Bohème" at Embassy, "Ibanez' Torrent" at State, "Merry Widow" at Capitol, "Brown of Harvard" at New York . . . Great! says everybody as Round ends with audience getting signatures from the popular Lion . . . (on contracts).

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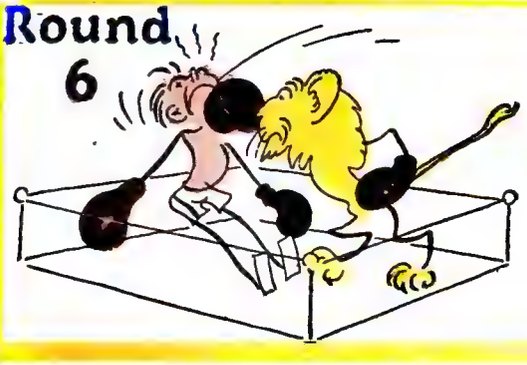
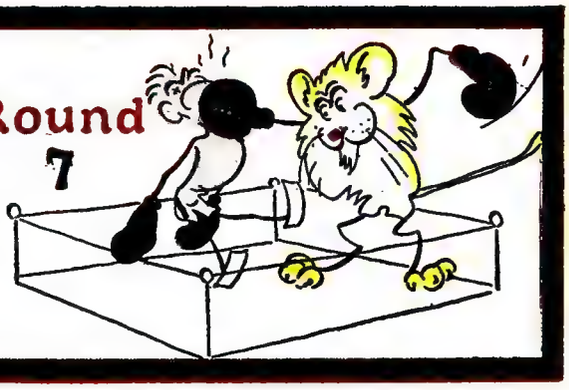
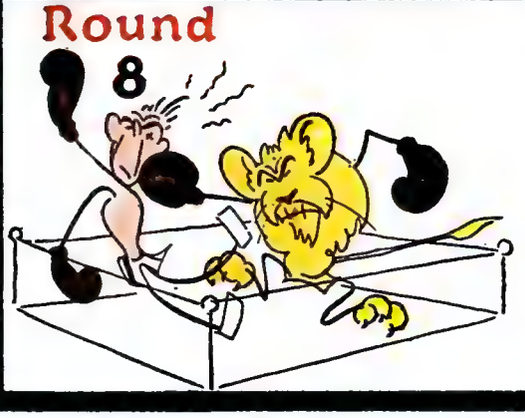


ROUND SIX. A whirlwind session . . . Lion baffles crowd with "Masked Players" Contest . . . fools everybody and they love it . . . a showman as well as a scrapper . . . . it's an unbeatable combination for getting the dough.

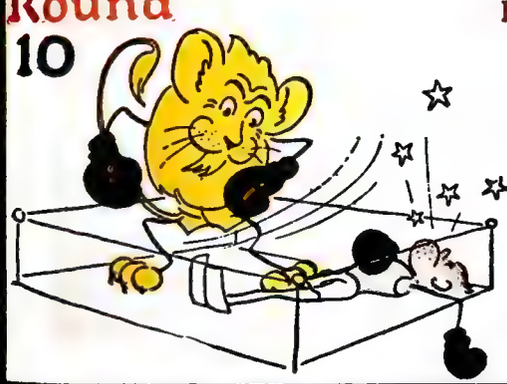
ROUND SEVEN. Lion plants a "Scarlet Letter" through Central box-office and cleans up opposition with still another Road-Show hit . . . Louis B. Mayer confides to press at ringside that Lion has really just begun to do his stuff . . . word spreads through audience that the Lion has a "Battling Butler" up his sleeve . . . . he has! . . . .





ROUND EIGHT. Everybody betting on Lion to walk away with World Championship 1926-27 . . . . never such a flash . . . . opens up with Capitol exhibition smashing over "Waltz Dream" "La Bohème" "Battling Butler" "Marē Nostrum" getting opposition on extended run with a punch in both weeks . . . . audience gets great kick when Lion winds up round with a lovely "Waning Sex" that shakes box-office . . . .

ROUND NINE. Lion starts "Four Horsemen" going and runs away with this round . . . Opposition groggy . . . Police reserves at Capitol as world's largest theatre breaks record with phenomenal "Four Horsemen" . . . Lion delivers a Western punch with a Tim McCoy in it that's aptly called "War Paint" . . . Lets loose a marvelous "Temptress" smash as round ends in cheers . . . .



ROUND TEN. Whoopee! Watch that Lion sting across a "Bardelys" that will be the gossip of years...followed by a "Tin Hats" comedy slam... Crash!... Opposition sees more stars than there are in heaven... It's whispered that the Champ has three grand Road-Show socks coming... soon "The Scarlet Letter"...watch for "Tell It To The Marines" ... and then comes the gigantic "The Fire Brigade"... hits ... hits... The Parade of Hits... right into the little old box-office...making history...making money...Three Cheers for the Lion... a real Champ!

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SORROWS OF SATAN Produced by D. W. Griffith. Magnificent picturization of the famous English classic by Marie Corelli. Scenes all laid in London and the English countryside. With Adolphe Menjou, Ricardo Cortez, Carol Dempster and Lya de Putti.

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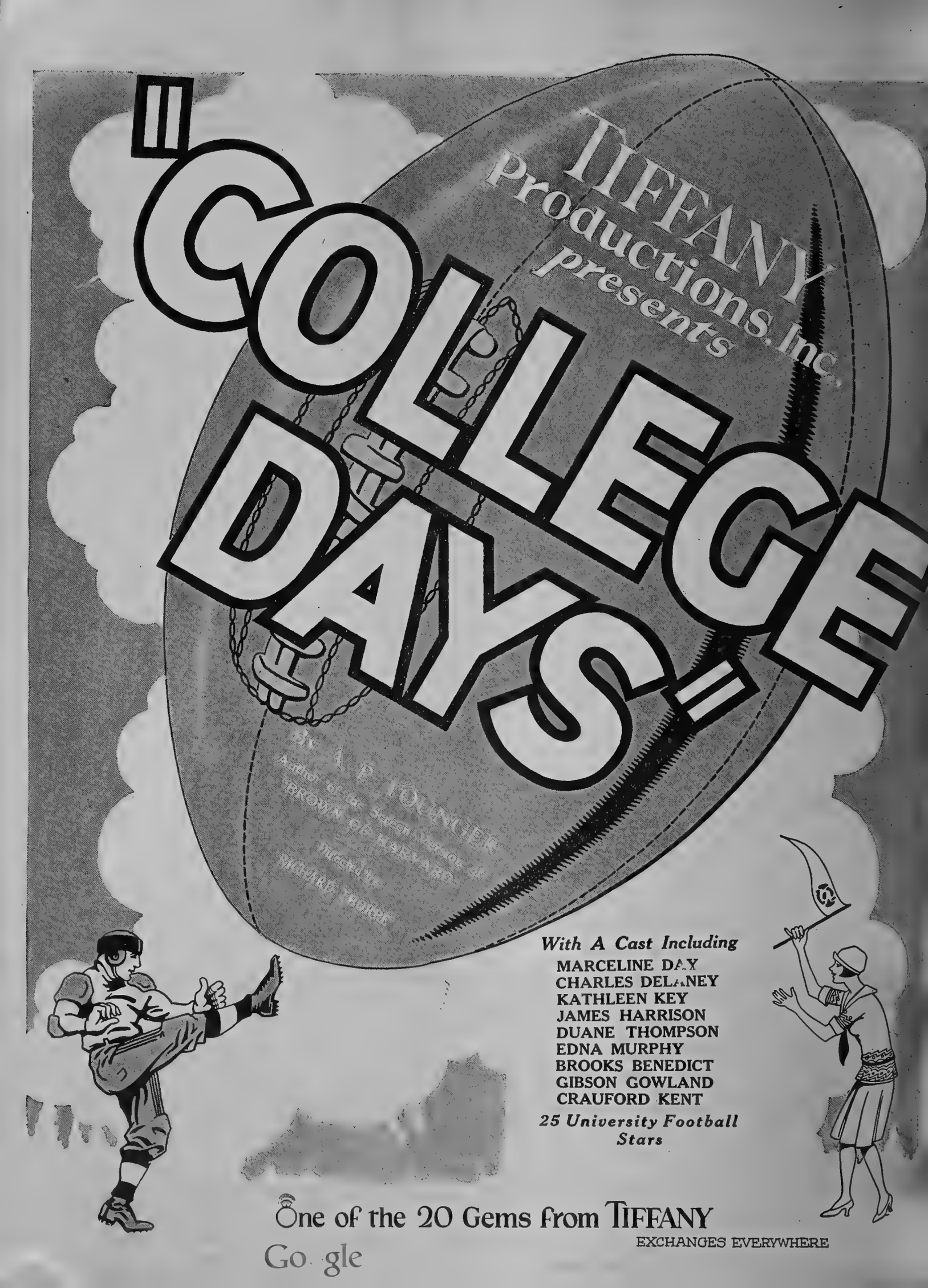
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By A. P. Younger
Author of the Screen Version of
BROWN OF HARVARD
Directed by
Richard Thorpe
With A Cast Including
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CHARLES DELANEY
KATHLEEN KEY
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Directed by Louis J. Gasnier.

"LOST AT SEA," suggested by the Louis Joseph Vance story "Mainspring."
A tense, dramatic story with an unusual triangle theme.
With Huntly Gordon, Lowell Sherman, Jane Novak, Natalie Kingston, Joan Standing, Billy Kent Schaefer and William R. Walling.
Directed by Louis J. Gasnier.

"FOOLS OF FASHION," suggested by the George Randolph Chester story "The Other Woman."
A story of a modern phase of life framed in a gorgeous and exquisite setting.
With Mae Busch, Marceline Day, Theodore Von Eltz, Robert Ober, Hedda Hopper, Rose Dione and Albert Roccardi.
Directed by James C. McKay.
The director of the phenomenal Tiffany success "Souls For Sables."

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A STORY OF COLLEGE LIFE EXEMPLIFYING THE SPIRIT OF YOUTH, ONE OF THE OUTSTANDING PICTURE ACHIEVEMENTS OF THE YEAR.
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Under the personal supervision of A. P. Younger.

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A drama of modern social complexities.
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"SIN CARGO," by Leete Renick Brown.
A romantic, stirring drama of the high seas.
With Shirley Mason, Robert Frazer, Earl Metcalfe, Lawford Davidson, Gertrude Astor, Pat Harmon, William R. Walling, Billy Cinders, James Mack and K. Nambu.
Directed by Louis J. Gasnier

"REDHEADS PREFERRED," by Douglas Bronson.
With Marjorie Daw, Theodore Von Eltz, Raymond Hitchcock, Cissy Fitzgerald, Vivien Oakland, Chas. A. (Buddy) Post, Leon Holmes, Geraldine Leslie and Neal Dodd.

"ONE HOUR OF LOVE," based on the story of the same name by Leete Renick Brown.
A powerful love drama in a setting of beauty and grandeur.
With Jacqueline Logan, Robert Frazer, Duane Thompson, Mildred Harris, Montagu Love, Hazel Keener, Taylor Holmes, Billy Bletcher, Henry Sedley and William Austin.
Directed by Robert Florey.

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A side-splitting, rip-roaring farce comedy with a thousand laughs and two thousand chuckles.
With Bert Lytell, Dorothy Devore, Harry Myers, Frederick KoVert, Walter Hiers, Lila Leslie, James Mack, Hazel Keener, Joan Standing and Nellie Bly Baker. *Directed by Richard Thorpe.*

"THE TIGER" (Temporary Title).
A modern drama.
With Pat O'Malley, Helen Ferguson, Geo. Hackathorne, Claire McDowell, Lawford Davidson, "Heinie" Conklin, Helen Lynch, Max Davidson, Alphonze Ethier and Ted Adams.
Directed by Oscar Apfel

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A fast moving comedy drama involving the careers of several women and their legitimate prey, "man."

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A human interest romantic drama.

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A highly dramatic episode in the life of a colorful race.

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A virile, dramatic episode involving the romance of Big Business.

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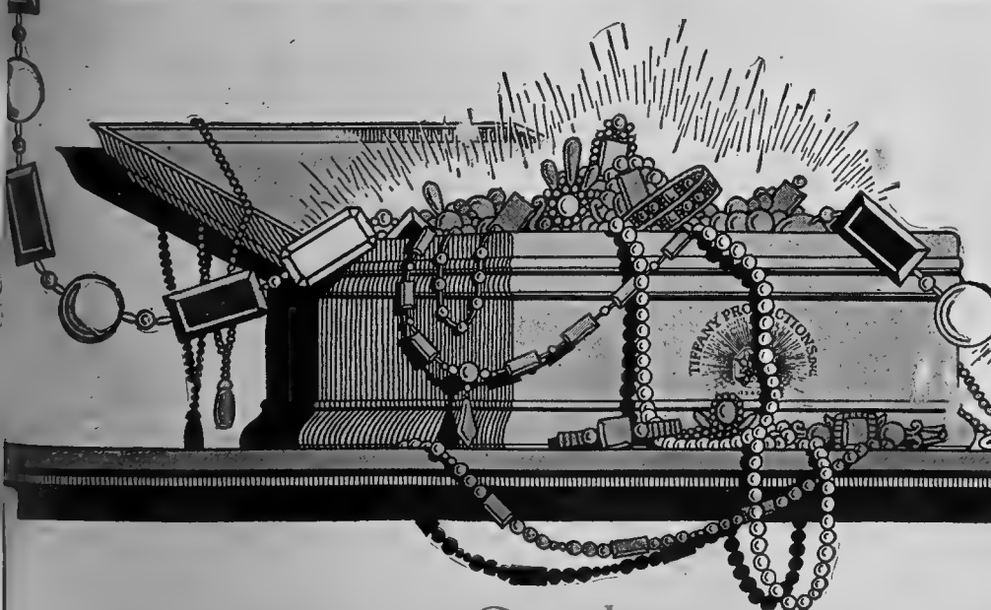

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In securing Bowers Novelty Comedies featuring Charley Bowers, F.B.O. stole another march on the industry. These are the most unique two-part comedies you can find anywhere and after playing one you'll "tell the world" when succeeding releases come along. They will make your folks *laugh* in the theatre and *talk* when they get outside.

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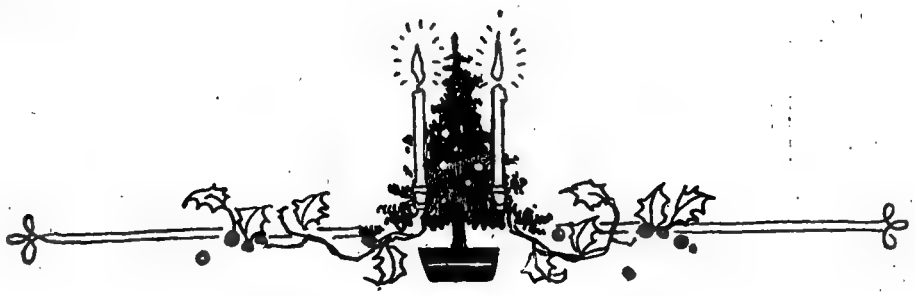

RAY LEWIS

PRESENTS

The Builders of Motion Pictures

Portrait of Ray Lewis After a painting by Joshua Smith, R.B.A.

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The Digest Christmas Message

AMONG the greatest showmen on Earth, were the writers of the story of Jesus. They staged a drama for the Masses. Their story is humanly divine; and the moral thereof has been an inspiration towards which men have striven for 1926 years.

Their sincerity in His message is unquestionable, or it would not have survived as it has done.

There never was an idea in this world which was put over without the help of Sincerity. Every idea may not have a sincere inspiration, but the promoter must be showman enough to inspire his followers, or associates.

If the Masses had no sense of sincerity for real values, there would be no religion, nor idea which would gather followers.

The sincerity of The Christ message, through Jesus, The Son of Mary would have gathered unto itself followers even if John The Baptist had not been such an excellent advance press agent.

He, too, believed in The Message, so did those Showmen disciples and apostles, of which Matthew and Luke were the greatest in presentation; and herein lies our lesson, O Motion Picture Industry, the humanly divine elements in every story are essential, sincerity in the production and exploitation, in the presentation to attract the Masses.

Decoys have been known to work, but the use of decoys are for destructive purposes, sport, game if you wish simpler terms, but decoys are not utilized in sound business; and the business of making and selling pictures needs no decoy if all the energy utilized for these purposes is directed along creative channels.

Any idea which is put into motion along the lines of getting more than you are going to give, has the resistance of all Living Forces against it, the resistance of the "self-preservation law" of life which functions instinctively.

If one could measure the energy and vitality which is expended in making a poor idea show profits, one would realize that such a proposition is too costly; and that the profits are a hallucination.

It occurs to me, in the sifting process of all forces which give their message at the box office, that the start off is the great essential; and in our Industry, the "start off" is the idea, or story.

You cannot test the value of this "start off" by what you pay for the story. Experience has taught us that the Big Figures have been "Big Flops"; and that unheralded stories, original ideas have registered a message.

The public want a living idea, a humanly divine combination. Characters that leave with you the impression that they have lived, that they are human beings; and not marionettes moving about under direction, while the director pulls the string for their emotions and motions.

Look over the pictures which have created profits through their popular publicity. A simple story of humanly divine people, expressing their humanity, frail in their weaknesses, great in their greatness, even as you and I, striving to express that which is alive in us.

The idea of motion pictures holds the Masses. It has an important place in the divinity process of our civilization, for all educative and cultural developments are solely for the purpose of Making Man express the potentialities Man attributes to his God.

Motion pictures are the parables of modern life. Motion Pictures which has stimulated and awakened the sluggard brain which drifted through life functioning as less than the beasts, or greater than the beasts without any cognizance of the distinction.

Motion Pictures which has brought colour, romance, a desire to love and be loved, which is the most divine desire which Man can express, to those whose position made the struggle for existence the most important thought; and to those who felt that living meant getting the best that Life could give along lines of the least resistance.

Motion pictures are the library of the Masses.

Motion Pictures, that friendly and understandable language, that neighborly companion to the foreigner who comes to our shores.

Motion Pictures, the eyes of youth, of age, the eyes of the world through which we vision Truth, through which the Adult Intelligence senses an open Highway leading into that Kingdom of Heaven on Earth, the Manifestation of the Imagination. For strip Motion Pictures of all its attributes, you cannot strip it of its imaginative potentialities.

Like Jesus, born in a manger, a store, presented by the illiterate, its disciples the carpenters and fishermen of our Industry, the butcher, the baker, the candle stick maker, not forgetting the "cloaks operator." Its followers the Masses, and its recognition similar to the recognition which followed the development of Christianity, until the churches of today and our theatres are magnificent structures.

Both for the deliverance of a message, a sugar-coated pill, surrounded with pomp and glory, so that Man may receive graciously the medicinal properties therein, concoted for his benefit.

Nor can one state that one institution is a money-

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The Digest Christmas Message

making venture, the other admits its patrons free. There is no admission to any church free. Someone pays for you, if you do not pay. Someone pays, in the same kind of money which we take in at the box office, for the building and its furnishings called, the church. For the music therein. The choir and the organist, the preacher; and the higher-priced these servants of the Lord are, "the servant being worthy of his hire," the greater is the attendance. All Showmanship.

The only essential which counts is that the showmanship shall have a tendency to illuminate its patronage; and not have a degenerating influence; and this we acknowledge the church strives to do, regardless of the results. This the Intelligent element of Motion pictures is striving to do, regardless of results.

We find in the case of "the church" Man crying out for more and more of the beauty of the truth; and even the most biased must admit in relationship to Motion pictures that it has cultivated a desire for better and finer pictures; and theatres; and these have been and are being produced.

Real ideas, real presentation, real showmanship may demand a big price. No price is too high for that which spells value, but the real value must create the price.

The cost of merit, animate, or inanimate will not necessarily mean that you have purchased what you have paid for. This is one of the lessons our Industry is in need of learning. There is a fearful waste because Motion Pictures has been "held up," virtually robbed; and "like a babe in arms," is innocent of what has, what is transpiring.

Analyze the costly ventures. Have you the value for the expenditures? You may therein discover why these various costly entertainments have "flopped," those represented in "Mortar and Stone," those represented in film; and in summing up I present the quintessence of this preamble.

First a real idea, whether it costs a dollar, or a hundred thousand dollars, a sincere presentation, living characters to interpret the story, a director who is not planning effects to put the idea over, but who understands the idea well enough to develop it; and who will permit each character to round out its interpretation regardless of the star, who has an equal chance with a naturally better start.

Sincere exploitation and sincere presentation. The result of this humanly divine effort will take care of itself through the recognition given it by the Masses.

Believe in the Masses to detect quality, human qualities. The preservation of that which constitutes Religion — Ethics — Culture — Humane Principles, has proved this contention.

My best wishes to you for A Merry Christmas and A Happy New Year, a sound body, a sound income, and a capacity for giving and taking much good cheer.

To Mary Magdaline

The woman that was spurned by men
Christ Loved;
So mark ye well
The woman that ye spurn,
Lest He in His Great Love for her
From ye His Likeness Turn;
And where The Christ should reign,
Heart of your heart,
Shame and the never-ending pain,
The Brand of Cain
Will mark your head,
That men may know
In ye The Christ is dead.

To the Living Christ

Before the ink has dried
On this white page,
Ye will behold a mighty rage,
The Scribes, the Pharisees,
And those grave priests
Who forever preach,
"Jesus was crucified,"
And will not let The Christ Arise
From off that Everlasting Cross.
These will spit upon the place
Whereon I walk,
And talk-talk-talk
About the shame
Brought upon a Levite's name—
"Blasphemer — Apostate — Heretic,
Jehovah Strike her dead,
This Daughter of Judea
Who dares to Resurrect
The Son of Mary."

Ray Lewis

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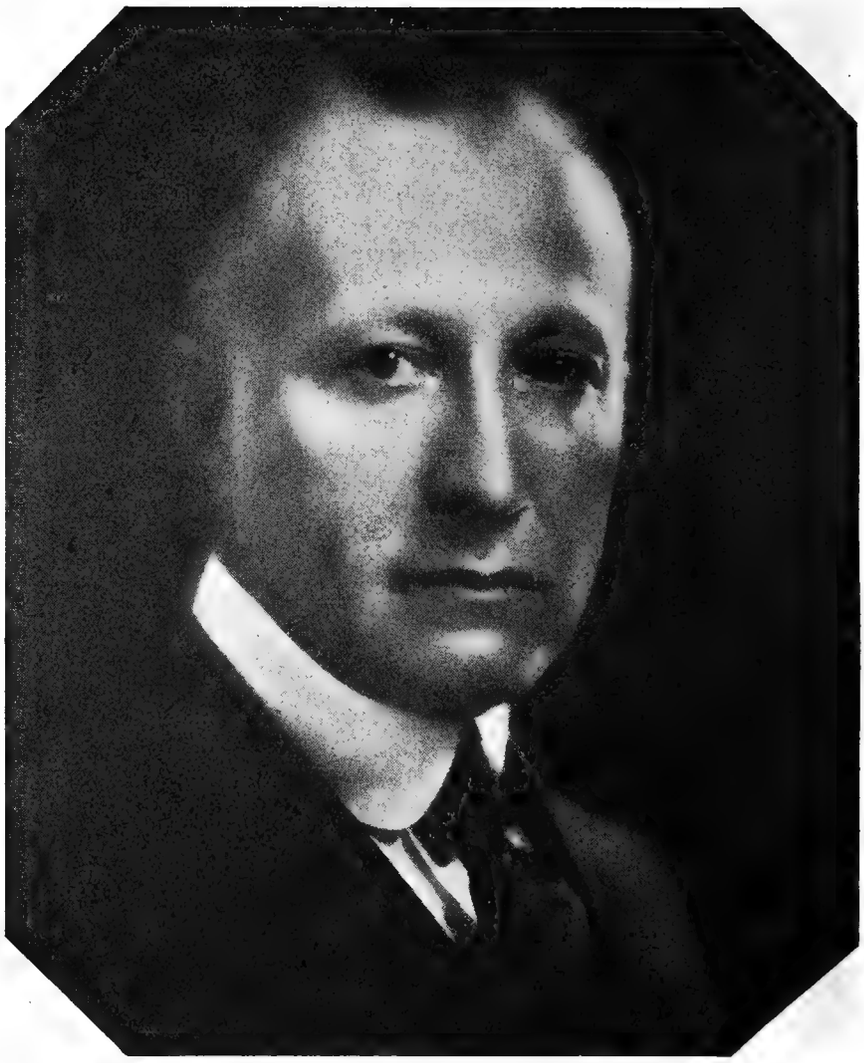
IT HAS BEEN SAID that to Adolph Zukor, president of the Famous Players-Lasky Corporation, belongs the credit for putting business into motion pictures and motion pictures into business. In the industry of producing, distributing and exhibiting motion pictures this is an acknowledged fact. To the vast public — even to that portion of it which admits its fondness for the screen beyond that of any other form of entertainment — it is perhaps a matter of news.

Adolph Zukor is fifty years of age. At age of sixteen he came to this country from his native Hungary, with just twenty-five dollars in his pocket. His first job netted him $2.00 a week, but while toiling diligently by day in the fur store where he had found employment, he went to night school in order to perfect his knowledge of English and to learn what he could of the business methods of America. Four years later he was in Chicago, with a fur business of his own. He prospered and soon married.

His business bringing him back to New York in the heyday of the penny-in-the-slot machines, he was impressed by the way thousands of people were flocking in to satisfy their curiosity for a copper. He saw millions in the device. So did one Marcus Loew. The two met, talked business and became co-proprietors of a penny arcade. Soon these two young men had a chain of penny arcades operating all over the East. They had founded the Marcus Loew Enterprises, with Marcus Loew president and Adolph Zukor treasurer.



ADOLPH ZUKOR

President, Famous Players-Lasky Corporation.

The photoplay was then a novelty and not popular; the pictures were few and crude. But fortunately for the movies this man of keen vision "discovered" them. He installed motion pictures in his theatres, then started writing letters to the producers begging them to make better films. The producers thought they were good enough so they declined to improve the product. Then it was that Adolph Zukor decided to make pictures himself.

He planned a producing company in which would be enlisted actors and actresses from the stage to play leading parts in photoplays larger and more elaborate than any ever before attempted. He "sold" the idea to Daniel Frohman and others and thus, in 1912, was organized the Famous Players Film Company.

The first picture made by the new company was "Queen Elizabeth," with Sarah Bernhardt in the stellar role. Then followed James K. Hackett in "The Prisoner of Zenda," and gradually other great stage people, like Mrs. Fiske and Ethel Barrymore, were won over to motion pictures. The multiple-reel feature, replacing the one, two and three-reel film, became the standard production and remains so to this day.

The great success of these first pictures soon attracted into the field other concerns, for although labeled a "visionary" and a "fanatic" at first, Adolph Zukor had proved that his theories of better pictures were sound not only artistically but financially as well. Among them were the Jesse L. Lasky Feature Play Company and Bosworth, Inc., for the distribution of whose pictures the Paramount Pictures Corporation was formed.

In July, 1916, the Famous Players Film Company and the Jesse L. Lasky Feature Play Company were combined under the name of the Famous Players-Lasky Corporation. Later the same year, the Oliver Morosco Photoplay Company and Pallas Pictures, the output of Bosworth, Inc., were absorbed, as was the Paramount Pictures Corporation on January 1, 1917.

But although the last named corporation disappeared as a separate entity, the name "Paramount" has been preserved, thanks to the sagacity of Adolph Zukor, and today Paramount Pictures, the output of the Famous Players-Lasky Corporation, literally encircle the globe. Enormous studios in Los Angeles and New York are producing them and the world-wide organization of Famous Players-Lasky is distributing them to every civilized country on the face of the earth.

He stands today with his leadership unchallenged, his supremacy undenied — presiding genius of an organization numbering nearly 9,000 permanent employees and with assets in the neighborhood of fifty millions — one of America's real Captains of industry.

To the wonderful producing and distributing organ-

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ADOLPH ZUKOR

(Continued from Page 26)

ization of which he is the head, and in not a few instances to Mr. Zukor's friendly counsel and kindly personal interest, scores of the world's leading screen players owe much of their success.

Mr. and Mrs. Zukor (nee Kaufman) live on a beautiful country estate at New City, Rockland County, New York, and in the winter in New York City. They have one son, Eugene J. Zukor, who is associated with his father in business; a daughter, Mildred (Mrs. Arthur Loew); a grandson, Eugene Adolph Zukor, and a granddaughter, Jane Constance Loew.

SYDNEY R. KENT
Director, Famous Players-Lasky Corporation.

SIDNEY R. KENT, a director of the Famous Players-Lasky Corporation and head of its vast system of sales and distribution throughout the United States and Canada, is a native of the Middle West, and, like all Middle Westerners, is proud of it. He was born thirty-six years ago and was obliged to go to work at an early age. The family lived at the time in Lincoln, Neb., and at the age of fourteen, just after he had finished grammar school, the boy got his first job stoking boilers in a green house at $5 a week. From this humble beginning has grown a business career which is one of the most strikingly successful in the annals of the picture industry.

Before he was twenty years old he had pushed up in Wyoming and was occupying a responsible position with the Colorado Fuel and Iron Company. He was one of an engineering party and he and five other men were the sole inhabitants of thirty-six miles of God-forsaken country. They built their own roads and pipelines, established camps and literally opened up the territory to civilization and business activity.

In 1912 Kent went to the Pacific Coast with the American Druggists' Syndicate. Shortly afterwards he returned East where he became a salesman at $50 a week. Three months later he was the company's assistant sales manager, then assistant to the president; and for three and a half years he was virtually in charge of the entire business.

A friend talked to him enthusiastically of the motion picture business. He liked its prospects and cast his lot with the films with the old Vitagraph company. Shortly after the General Film Company was indicted under the Sherman law and buried under judgments aggregating $25,000,000. Frank Hitchcock had the job of unravelling the tangle and he called Sidney Kent in to help him.

The job was cleaned up and Kent walked into the office of Adolph Zukor, president of Famous Players, and sold his services, but not at a price. That was to be determined if and when he made good. He went to work in the company's administered bureau, and at the end of eight months was getting $250 a week.

Kent's first work in the Distribution department was as special representative to exchanges. Next he was appointed district manager of the territory, which included the Kansas City, St. Louis, Omaha and Des Moines offices, which position he held until May, 1919, when he was called to the home office to become General Sales Manager. January 8, 1921, Mr. Zukor appointed him General Manager of Distribution and a year later he was elected to the company's board of directors.

Mr. Kent knows salesmanship, as few men do, from every angle. In fact, he has revolutionized the selling of motion pictures by applying common sense through the same stable methods which he has found so successful in other industries. His co-operation is largely responsible for Paramount's latest achievement, The Paramount Theatre Bldg., Broadway, New York. Among the associates of the screen he is called "The Wizard."

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JESSE L. LASKY
First Vice-President, Famous Players-Lasky Corporation.

IN THE BEGINNING Jesse L. Lasky, now first vice-president of the Famous Players-Lasky Corporation, wanted to be another John Philip Sousa. Music seemed to supply an ultimate of his ambitions and as he now smilingly remarks:

"If I had had a better lip, I might be still a cornet player."

Mr. Lasky was born in San Francisco, which incidentally had cradled more genius than perhaps any other city in the world. September 13th, 1880, was the date of his birth and the public schools of that city gave him his rudimentary education. His father, Isaac Lasky, was a merchant of San Jose, near the Golden Gate city, and after the public schools, he attended and graduated from the Santa Clara High School there.

He was preparing to enter Stanford University at Palo Alto, when his father's death brought the necessity of making his own way and providing for his mother and sister, for the family was not in any too good circumstances. This was the first check to the young man's ambitions.

Music, as already stated, was a passion with him, and he was already proficient as a pianist and cornetist. Naturally, in the face of necessity, he turned to this as a means of livelihood and finally secured a position in a local theatre orchestra — in San Francisco. Thus for two years, we find him first in one playhouse and then in another and no doubt many of the older members of the theatrical profession may recall the pleasant-faced young fellow who played the cornet in the orchestra, while they acted, little dreaming that one day he would be an executive of the greatest motion picture corporation in the world, though of course, the moton picture was then an unknown thing, anyway.

OFF TO HONOLULU

The eyes of the country were more or less focussed at this time on the Hawaiian Islands and to many it seemed a land of promise, so Jesse Lasky decided to go there. The Islands had just been annexed and there was said to be considerable prosperity there. So he bade farewell to his family and sailed for Honolulu, where he secured a position in a theatre orchestra. But the theatre soon closed and the young man experienced some hard times — rather harder than he had ever before experienced — chiefly because he was far from home and probably quite homesick. But he had already developed that will to "carry on" in spite of anything, and finally became a member of the Royal Hawaiian band as a cornet soloist.

"I was the only white man, except for the leader," says Mr. Lasky, reminiscently, "and I can recall people staring at me and hearing them whisper: 'Why, he's a white man, isn't he?'"

He had determined already that the field in the Islands was altogether too limited and his ambition now was to get back to the Pacific Coast city. But he stuck it out till he had enough for his passage back.

"One thing I can say," he smiled, "I have never had to write home for money!"

Arrived once more in his birthplace, he determined to desert music for a time and try his hand at something else.

A CUB REPORTER

He had always had a literary tendency in addition to his musical inclinations and his mind turned to the newspaper field. He knew some of the reporters and a few editors of local papers and finally succeeded in getting a job as a cub reporter on the Evening Post.

"I enjoyed the work," he declares, "but it was not particularly remunerative and it looked to me like a long apprenticeship with no great goal in view. However, in the few months I was thus engaged, I did gain a

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JESSE L. LASKY

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lot of experience and learn a good deal about human nature."

At this time the Alaskan boom developed. Cape Nome and the riches of the far north were being continually exploited in the press. Everybody was talking Alaska and gold. It was almost a replica of the Forty-nine days in California, so it was by no means surprising that Jesse Lasky decided upon again venturing far afield.

A BID FOR FORTUNE

"I put all my eggs in one basket," he says. "That is, I turned everything negotiable into cash and purchased placer mining machinery and other supplies. I was one of the first 100 men to reach Nome and this was at the period when Jack London, Rex Beach and others who became identified with the gold rush were pioneering in the North. I remember the first Fourth of July parade in Nome City, where I met Jack London as we stood side by side looking at the procession which featured the first white child born in the town."

Jesse Lasky penetrated to the interior and worked like a beaver on the creeks with varying success. At Dutch Harbor he found a way of earning some money on the side when he rented a rowboat and took passengers ashore from the vessels which came to anchor there. He also carried freight and amassed quite a respectable stake in this way. Later he bought a push cart for a hundred dollars that would elsewhere have fetched probably ten or fifteen, and transported baggage for several weeks at what he laughingly describes as "Alaskan prices" — ten or twenty dollars a load. He earned about fifteen hundred dollars in this way and also transported his own mining equipment to his beach claim. But the money he earned in one way, he lost in another. The claims did not pan out — there was always color, but not enough of it and finally he found himself, in the parlance of the camps — "flat broke."

He sought out other claims and finally located one from which he could wash out forty or fifty dollars a day. Thus he again amassed enough wealth to pay his passage back to 'Frisco, after squaring his various debts.

A VAUDEVILLE BEGINNING

It is not probable that Jesse Lasky still clung to the ambition to emulate Sousa, but he always had music to fall back upon and as his sister had also developed a talent for the same art, they formed a combine and a juvenile 'team,' furnishing vocal

and instrumental harmony. They appeared with considerable success at several large benefits and finally a vaudeville agent came to them with an offer of sixty dollars a week.

"This was a lot of money in those days and we accepted," says Mr. Lasky. "It finally took us East for the first time and then the possibilities of vaudeville began to open up to me. But the time was not yet ripe and we accepted an engagement with Leon Herrmann's company to furnish a musical act between the magician's illusions."

That was perhaps one of the most interesting periods of Jesse Lasky's career. Leon Herrmann, nephew of the famous Alexander, who on the latter's death assumed his title of 'Herrmann the Great, Napoleon of Necromancers' was a man of rare charm of personality, a gifted conjurer and a fine friend. Two seasons with him was liberal education. Mr. Lasky never aspired to become a conjurer, but the managerial end of the thing appealed to him. After one season in the musical act, he became advance man, where his newspaper experience stood him in good stead. And meanwhile he wrote and sold a number of magazine stories. Then the manager fell ill and Mr. Lasky, who was now treasurer of the company, was called upon to fill the position — which he did with success. This gave him much opportunity to acquire knowledge of the show business, for which he was eager. They travelled all over the United States and the show prospered. Routing, booking, all phases of the work, soon became familiar knowledge and just then vaudeville took a tremendous impetus — boomed in fact.

THE VAUDEVILLE BOOM

Jesse L. Lasky decided that vaudeville offered far greater opportunities for quick return than the legitimate, so-called, and induced Herrmann to try it. He booked the magician at $1,000 a week — a princely salary at that time. The artist was delighted and so was his manager. The act was a big hit on "big time" but now that it was settled, it left Mr. Lasky with little to do.

"If I could book Herrmann at that sum why not others?" he asked himself.

He had met a young cornetist in Utica, named B. A. Rolfe, to whom he had been attracted, and sought him out. After some consultation he induced Rolfe to make a vaudeville effort and booked him at a good salary. Thus encouraged he decided to produce acts and when Rolfe's tour was ended they went into partnership on the scheme — the firm name being Lasky & Rolfe.

Then followed a prosperous period of producing elaborate and pretentious acts—employing from six to thirty people each — such acts as the well remembered "Colonial Septette," "Military Octette," etc.

H. B. HARRIS INTERESTED

Henry B. Harris was at that time managing the Hudson and Harris Theatre in New York and Mr. Lasky had made his acquaintance. One day the elder man said:

"You boys have done some remarkable things and if you had more capital to work with, you should be able to accomplish a great deal more. Why not let me back you for bigger and better things?"

Needless to say the firm was delighted and the concern was incorporated, with Harris as the financial backer. After several big acts had been started on their successful careers, Rolfe decided to draw out and Jesse L. Lasky went it alone, with Mr. Harris as his advisor and backer.

During this period were produced such acts as "The Pianophiends," "A Night on a Houseboat," "At the Country Club," "The Trained Nurses," "The Society Buds," "The Redheads," and so on. All these helped to make vaudeville history and its most prosperous period. They never had less than ten, and many times, twenty acts on the road and Mr. Laskys offices were in the Hudson Theatre building. He had literally become a power in vaudeville in a remarkably short time — and he was still a young man. In two years he accumulated a fortune of something like $150,000 and a handsome income.

GOES ABROAD

The time seemed ripe for a trip abroad to study vaudeville conditions there and search for novelties to bring to this country. This trip was at once the precursor of the greatest success and the greatest failure Mr. Lasky had experienced up to that time.

In France, he discovered that the 'cabaret' was the reigning novelty. The word was unknown in America but on the continent it indicated an

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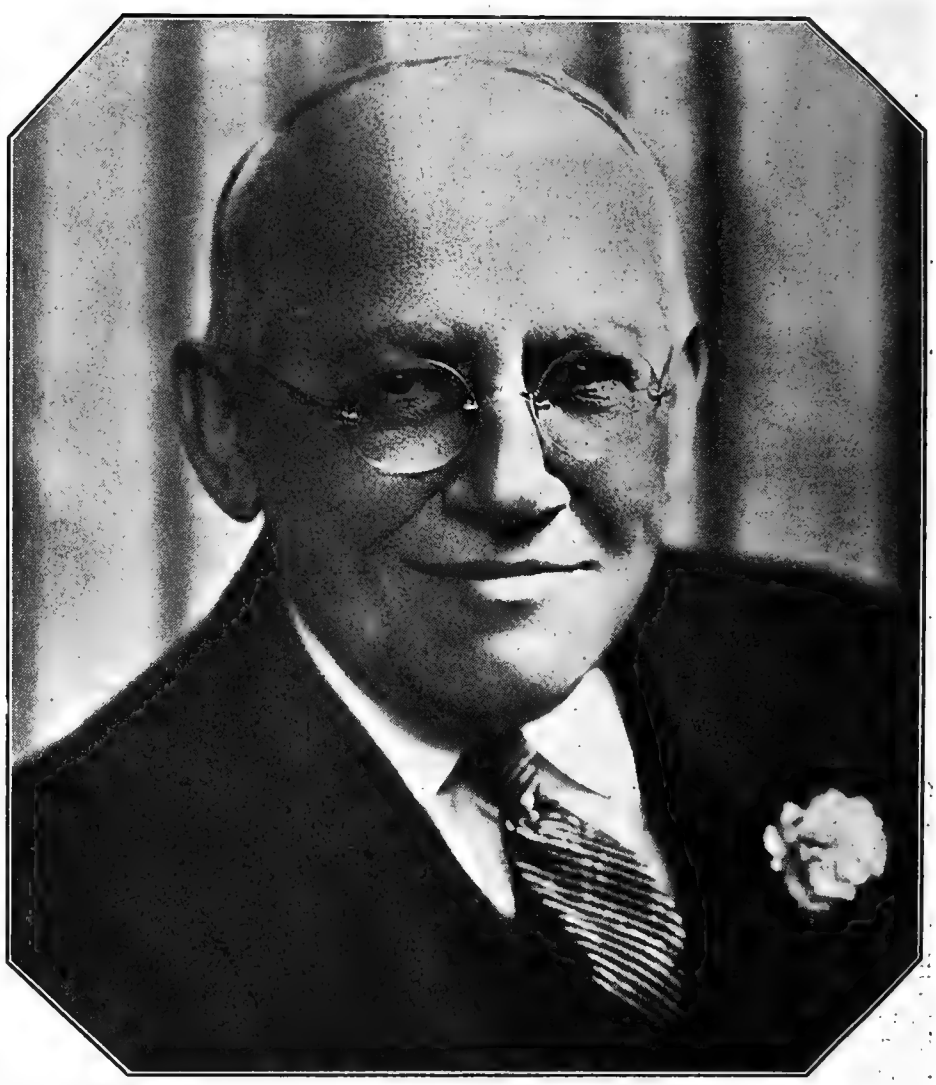
THE LIFE STORY of Carl Laemmle, "Little Giant" of one of the largest and most important industries of the time, and one whose name and fame is known in every land, is the story of a poor immigrant boy who had been told of the land of "unlimited possibilities" and who had come determined to make the most of them.

Carl Laemmle was born in the pretty little city of Laupheim, in Southern Germany, on January 17, 1867, one of four brothers. His father Julius, an itinerant merchant, used to take the boy along on his trips through the country teaching young Carl the very principles of life which the son, a mature and successful man, has applied to the great institution which is his creation.

Equipped with a fair business education, having concluded a severe apprenticeship in commercial houses in Bavaria, and with fifty dollars in his pocket, he landed from the steamer "Neckar" in New York on February 14, 1884.

Twenty-four years later, also on a day in February, he opened his first theatre, "The Whitefront," in Chicago. And twenty years after that, again in February, the entire motion picture industry celebrated the anniversary of that event, as one of the milestones in the history of the industry in America, and throughout the world.



CARL LAEMMLE

"Little Giant," President of Universal Pictures Corporation.

Carl Laemmle did not escape the usual fate of millions of immigrants, but had a rocky road to travel before he obtained a secure foothold in America. His first job was sweeping out a Bowery drug store, delivering packages and attending night school to learn English. Soon he went to Chicago, believing that the West would offer better opportunities. He found work as a bookkeeper, later he moved to South Dakota, working on a farm at $4.00 a week. He returned to Chicago and worked in the stock yards and finally went to Oshkosh, Wis., where he rose to the position of manager of the Continental Clothing Company. There, in 1898, he married Recha Stern, the niece of his employer.

In 1906 he moved back to Chicago, firmly determined to establish a chain of five and ten cent stores. Instead, he turned to the motion picture, which was just in its infancy, and on February 24, 1906, he opened his first theatre, a nickelodeon, called "The Whitefront," at Milwaukee Avenue, Chicago. A few weeks, and a second theatre on Halsted Street had started. The industrial chain, of which Carl had dreamt, began to be forged. In six months the Laemmle Film Service had been established in the Crilly Bldg., Monroe and Dearborn Streets, Chicago. A year later exchanges had sprung up in various cities, Evansville, Memphis, Omaha and elsewhere.

When Laemmle, in June, 1907, for the first time since he had left his native country, paid a visit to Europe and his beloved Laupheim, he became convinced that Europe offered a rich field to the producer of American pictures. It was then he conceived the plan, a pioneer again gradually of establishing foreign offices in various countries. He established the first independent foreign office in July, 1912, and when the war broke out he invaded the Far East and began to supply what had heretofore been Europe's Market.

Laemmle, in the meantime, had quit the Patents Company and had established exchanges in Portland, Ore., Minneapolis, Salt Lake City, Montreal, and Winnipeg and had chosen, by way of a contest, the title "I.M.P." for his company. The first Imp picture, "Hiawatha" (988 ft.), was shown October 25, 1909.

A bitter and relentless war followed against the Patents Company — from 1909 until 1912, and when that ended with a complete victory for Carl Laemmle, "the liberator" of the exhibitor, the Universal Film Mfg. Co., with offices at 1 Union Square, New York, came into life with six small producers combining their interests.

Soon the new corporation expanded so rapidly that larger quarters were needed and Universal pioneered again, starting a film centre in 1600 Broadway. The output was increased to 28 reels a week.

Carl Laemmle, in his role as pioneer of the industry, reached out across the continent and purchased what today is Universal City in the San Fernando Valley, California, thereby becoming the actual founder of the world over as "Hollywood." Universal City was opened on March 15, 1915.

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THERE'S NO WAY of telling how many persons, who go to the theatres which Marcus Loew owns or controls, who see the motion pictures which Marcus Loew makes and distributes, once bought newspapers from Marcus Loew on the sidewalks of New York.

Now, however, that thin trickle of copper into the lad's hand has grown to what might fairly be termed a steady flow of gold, into the man's hand.

Mr. Loew worked hard — and intelligently. He saved his money. When he failed in business he paid all his obligations down to the last cent, although legally not responsible for them. He never broke his word to any one. Failure never discouraged him; it only made him try harder.

When his real big chance came he had the wisdom to see it, the money saved to take advantage of it, the reputation for square dealing to get any backing, and the required courage to take that risk which is a necessary part of all pioneering enterprises.

To begin with the beginning of Marcus Loew's life, he didn't sell newspapers for much more than a twelve-month, although during that period which ended with his ninth year, he helped a lemon seller in those moments which weren't taken up by his regular occupation, and by school.

He left school when he abandoned newspapers and lemon selling, and thereafter, except for two years of private tutoring, received no education save that which he garnered for himself.

MARCUS LOEW

Once a newsboy, now head of a $100,000,000 corporation.

Mr. Loew first conceived the idea that it is better to work for one's self than for some one else from his very first regular job. He was pulling sheets from beneath the coloring blocks for a mapmaking concern at a wage of 35 cents a day, when he was persuaded to go on strike with his fellow employees for an increase of 5 cents. The strikers not only didn't get the extra nickle, but they also lost their positions.

Without wasting any time over regrets, young Loew embarked in business for himself, establishing with a friend of his, a newspaper called the "East Side Advertiser." Loew never was robust. At that time he was of a physique that might fairly be called frail.

The partner took upon himself the heavy physical work of the actual printing, while Loew was editor, reportorial staff, subscription solicitor, advertising manager, copy and proof reader.

This publishing venture brought the partners a total weekly net income of about twenty dollars. They were happily engaged with their paper until the partner accumulated a wife. Mrs. Partner took a look at the plant, and promptly began to wonder audibly why her husband should do all the hard work while Loew led the existence of a gentleman and a scholar.

Young Loew's pride was hurt and he quit the partnership forthwith; and became an errand boy and clerk for a dry goods shop on Grand Street, at a salary of $4.00 a week. Six days and every day until midnight to earn that $4.00 per.

His next job was in a factory in which furs and dress trimmings were whipped into saleable shape. His immediate task was turning a crank on a machine for eleven hours a day, but he was glad to do it, because the reward was $4.50 a week, and most important of all, it gave him an opportunity to study the business.

When his sixteenth birthday arrived it found young Loew in charge of the fur department. He had bored his way right up through all the different work in the place; and not long after, with the few hundreds of dollars he had saved, he went into the business for himself.

At nineteen he had more liabilities than assets; and after his discharge from bankruptcy, he found he still owed $1,800, although he was not legally responsible for this indebtedness.

Loew quickly made connections as a fur salesman at a salary of $100 weekly. He saved his money to pay off his debts.

One of his largest creditors considered himself lucky to have saved three-quarters of his account out of the Loew failures. This creditor was in pressing need of funds several months later, when Loew walked into his office and paid the other quarter in full. That act, so unexpected by the creditor, established a friendship between him and Marcus Loew that brought them both

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Marcus Loew's "Will To Live and Do"

not only mutual profit in later years, but also the solid pleasure that obtains from esteem and respect.

When Loew was twenty-three he found he didn't owe anyone a cent; he even had a few hundred dollars in the bank. He married, and with his own and his wife's capital, he embarked in the fur business for himself a second time. His second failure came at the end of the first year. But Loew was rather cheerful about this failure because when all his obligations were looked after he still had $7.00 in cash, not to mention a large number of friends who had learned to have faith in the Loew character.

His failure was still fresh when, in partnership with Herman Baher he opened a golf cape jobbing house — golf capes being the rage at that period. In three weeks he had won back the amount of capital he had just lost. The firm of Baher & Loew was one of ten firms in that particular business that weathered the hard times of 1895, and it went right on pouring profits into the pockets of the partners for the following ten years — profits that made it possible for Loew to welcome adequately that fickle jade, Opportunity, when she called on him in 1904.

Opportunity came to Loew by formal introduction, through that creditor of Loew's whom Loew had paid, when he wasn't legally responsible for the debt following his first failure.

This former creditor and present friend told Loew he knew some friends from out of town, who were planning to build a penny arcade in Fourteenth Street.

It looked good to Loew, who was always a "gambler for enterprise"; he put up $40,000 of the $105,000 invested. Six months later, Loew and his associates turned over their investment in pennies.

Loew at once opened two new arcades of his own, one in downtown New York, and the other uptown. They cost him $150,000. For the first few months it looked as if Fortune had tossed him aside. The new arcades lost money nearly as fast as the original one had made it for a time.

While affairs weren't looking mighty sombre, he was investigating the penny arcade situation in Cincinnati. There were plenty of arcades there, but they didn't come up to the Loew standard for arcades. They were uninvitingly dirty. He bought one for practically nothing and dressed it up with paint and pressed steel and sunlight.

Fortune liked her new dress and $250,000 — one-quarter of a million dollars — all in pennies, leaped into the Loew strong box in one jingling, merry cascade within the next five months, from that one arcade.

In that magical arcade in Cincinnati, Loew also made another vital experiment in his career. He had been interested in motion pictures from the moment he first heard of them. He believed firmly in their future after studying them. He put motion pictures in the Cincinnati arcade, at the same time unknowingly placing himself on the road to the heights in the film world that he now has attained.

His first small beginning as an exhibitor of pictures was amazingly successful. He installed them in his One Hundred and Twenty-fifth Street arcade in New York. They were just as successful. He didn't wait; it wasn't the Loew method. He went right out and bought leases on empty stores, transforming them into small motion picture theatres with capacities ranging from 100 to 300 seats. Within a few months he had forty of them in operation. Money was rolling in.

At this juncture came another vital incident in the Loew march to the top. David Warfield sent him a young actor out of a job. Loew, out of friendship for Warfield, and partly because he was always willing to try anything once, arranged for the young actor to recite in one of his picture theatres. The actor held out for highbrow poetry. Loew thought "Gunga Din" or something like that would be more likely to hit the popular fancy. As a matter of fact, what finally turned out to be meat and drink for the picture followers was "Mandalay."

From that incident grew the Loew vaudeville circuit. Even in its infancy the vaudeville end began to cost so much — that is, for the sort of vaudeville entertainment that Loew insisted on having — that he decided he would have to have larger and better theatres, charging a little more money, and giving much more for the price of admission than formerly.

Loew took over a theatre that in point of unsavoriness of reputation probably was unsurpassed around New York at the time — the Old Cosey Corner Theatre at Pearl and Willoughby Streets, Brooklyn.

First he spent money lavishly to change the appearance of the former theatre. More money to change its reputation. He did the first and then the second cost him about all the money he could afford, but he killed the bad name.

Now he was ready to open it as a motion picture theatre — the largest then in the world. His first day's receipts, it may be interesting to mention, totalled 10 cents. His first year's profits, it may be equally interesting to observe, totalled $60,000.

With the acquisition of Metro Pictures, Marcus Loew became one of the really big figures in the producing and distributing end of the industry. With the recent merging of the Goldwyn company with the Metro company and Louis B. Mayer, thus forming the Metro-Goldwyn-Mayer Pictures Corporation.

It may be said in summing up that Marcus Loew is still dreaming dreams of further endeavor. He is still frail of frame and not in a very robust condition of health, but this physical state of bankruptcy will be paid up by Loew's "Will To Live And Do" and Life will find him among "Our Builders of Motion Pictures."

Merry Christmas

FROM A FRIEND

"It's always fair weather
When good fellows get together.
With a stein on the table
And a good song ringing clear."

Here's to the Voice of The Digest and its Good Fellowship May it Ring Out Good and Clear throughout the Coming Year

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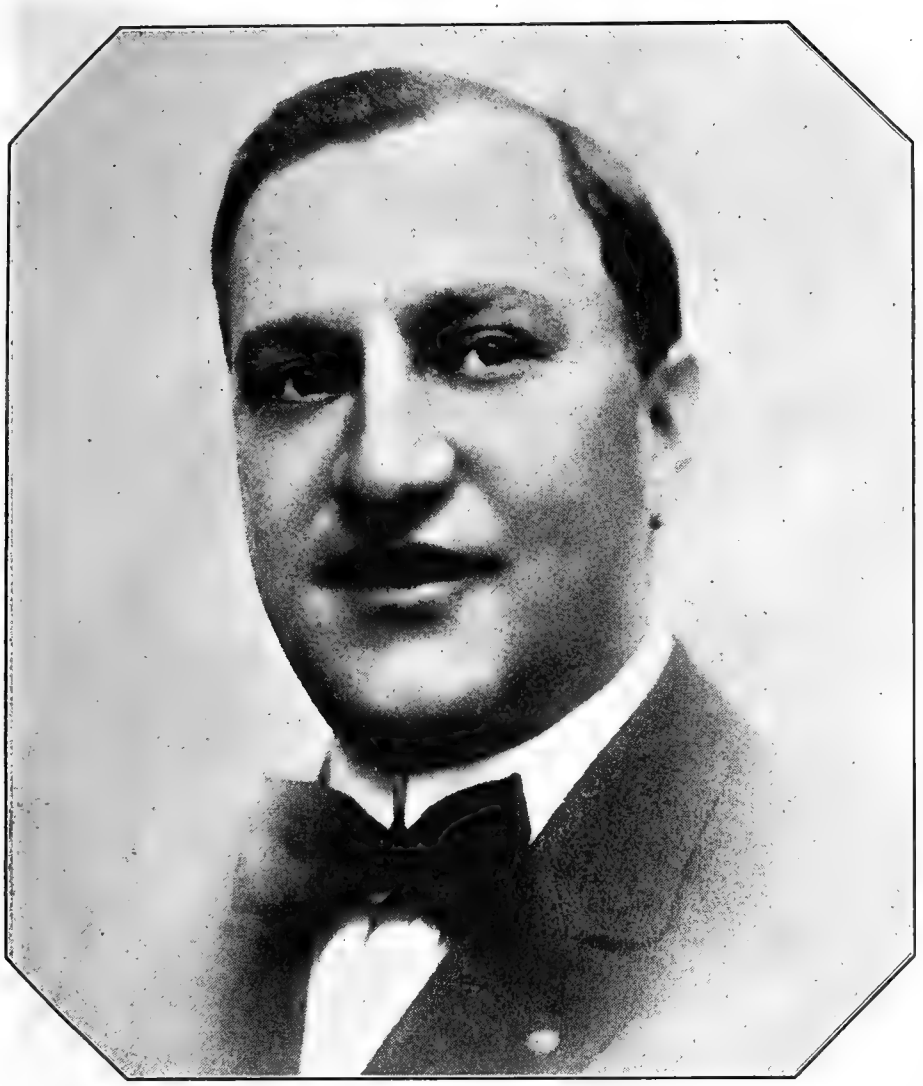

NICHOLAS SCHENCK
First Vice-President and General Manager, Loew's Inc. and Metro-Goldwyn-Mayer.

"NICK" SCHENCK came to America at the age of nine with his parents and his brother Joe. About three days after their arrival both Nick and Joe were full-fledged newspaper boys, sharing the proceeds of their combined efforts on a fifty-fifty basis, and this arrangement between the two boys has been in effect ever since. It is doubtful if there is another case parallel where any two brothers or any two men have shared equally throughout their lives the financial result of the efforts of both.

The ambition of these two brothers, however, led them to forsake their first business venture and both went to work as errand boys in a drug store at salaries of $2.50 a week. Later, they each became pharmacists, and, with their savings, bought a drug store and then another one. The last drug store operated by Schenck Brothers was at One Hundred and Tenth Street and Third Avenue.

During the few hours which they occasionally spent away from business they used to visit Fort George on the upper end of Manhattan Island, where Nick saw the possibilities of an amusement park and purchased an interest in a dance hall there. Later Nick built a Ferris Wheel, which was the nucleus of what was later known as Paradise Park. It was here that Marcus Loew visited them and, being impressed also with the amusement possibilities and with the business ability of Nick Schenck, insisted on buying an interest in their business.

A little later, on Mr. Loew's advice, they purchased an interest in two theatres, one in New Rochelle and one in Hoboken. These two theatres were later merged into what was known as Loew's Consolidated Enterprises; and the Schenck brothers were made members of the firm.

Since that time Nick Schenck has been actively identified with every business project in which Mr. Loew was interested; and finally became First Vice President and General Manager of Loew's, Inc., as well as of Metro - Goldwyn - Mayer Picture Corporation.

The rise within only a few decades from a poor immigrant boy to the millionaire that he is today is an unusual story. But even more than unusual is the fact that with all his wealth and power he is one of the most loved men in the amusement world — loved with the unashamed love of men for a man who is a man and a natural leader, yet, with all, a just, honorable, progressive and impressive business man. He is admired, almost idolized, by every man, woman and child who knows him and to them he stands as an ideal — a successful man — a charming acquaintance and a wonderful friend.

His success is not built on trampled friendships and forgotten honor. Ability and hard work — lots of hard work — is responsible for his enviable position in the world today.

His spirit of "Live and let live," his helping hand, his kindness, tact and consideration is responsible for the esteem in which his friends and associates hold him. The amusement business and any other business could well be proud of such a character as Nicholas Schenck.

Another "Nicholas" of Good Cheer competing with "Our Nick" in popularity

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LOUIS B. MAYER
Vice-President, Metro-Goldwyn-Mayer Productions.

LOUIS B. MAYER, vice-president in charge of production for Metro-Goldwyn-Mayer, was born in Europe and brought to this country when an infant by his parents, the family settling at St. Johns, New Brunswick, where after finishing his schooling, young Mayer went into business with his father in a ship salvaging concern.

At the age of fourteen he was practically managing a huge business which undertook the raising of wrecked ships and the salvaging of wrecked craft.

Often he donned a diver's suit to go below to outline the salvage work; and it was he who usually placed explosives to blow the boilers of the sunken vessel, the preliminary work to raising them. Several of the largest salvage contracts of the New England States were handled by Mayer and his father.

While engaged in this business, he became interested in motion pictures, through an acquaintance with a film salesman in the primitive days of the industry.

He finally purchased a small picture theatre at Haverhill, Mass., and put into effect some revolutionary ideas in film presentation.

The theatre had been playing cheap burlesque, but Mayer renovated it and presented the best films obtainable in that day. This built for the house a reputation for good films and proved his contention that the public is willing to pay for the best, which is still his contention. Within a short time he controlled the five theatres of this town.

He proved his business sagacity by picking out his most dangerous rivals and using them in the organization he was building up. He then branched out into film exchange business by handling "The Birth of a Nation" in the New England States and then, in partnership with Nate Gordon, establishing the Gordon-Mayer chain of theatres. The same principles of best pictures obtainable soon established a standard, for the theatres proved successful and Mayer began to loom as a coming power in the film world.

The next move was an affiliation with Metro, becoming one of the vice-presidents and handling Metro releases in New England.

Interest in production followed, and he signed Anita Stewart and began making his own productions. This led to a notable lawsuit as Vitagraph opposed her leaving their organization. While the lawsuit was being ironed out he began organizing other production units. He went to California where he became head of a newly built producing plant on Mission Road and started the Mildred Harris-Chaplin unit. Then followed a series of productions, with Anita Stewart starred in individual units.

Mayer enlarged his activities by bringing John M. Stahl to the Pacific Coast; and making the John M. Stahl Productions, released through Associated First National.

At the time of his merger with the Metro and the old Goldwyn organizations, he was operating six producing units and had become famous as a producer of consistently good pictures, all money makers at the box office.

Since the merger, almost two years ago, he has been active head of the studio and as such has been responsible for the making of such successful films as "The Merry Widow," "The Big Parade," "Ben Hur," "La Boheme," and many others.

Under his studio guidance this year, Metro-Goldwyn-Mayer will produce the most extensive film program in the history of the industry. Fifty-two gigantic productions; and among these eleven great "Specials" to be shown in theatres which can afford to charge top prices. Many of the greatest stars and directors are under contract, and he has built up one of the greatest producing and distributing businesses in the film world.

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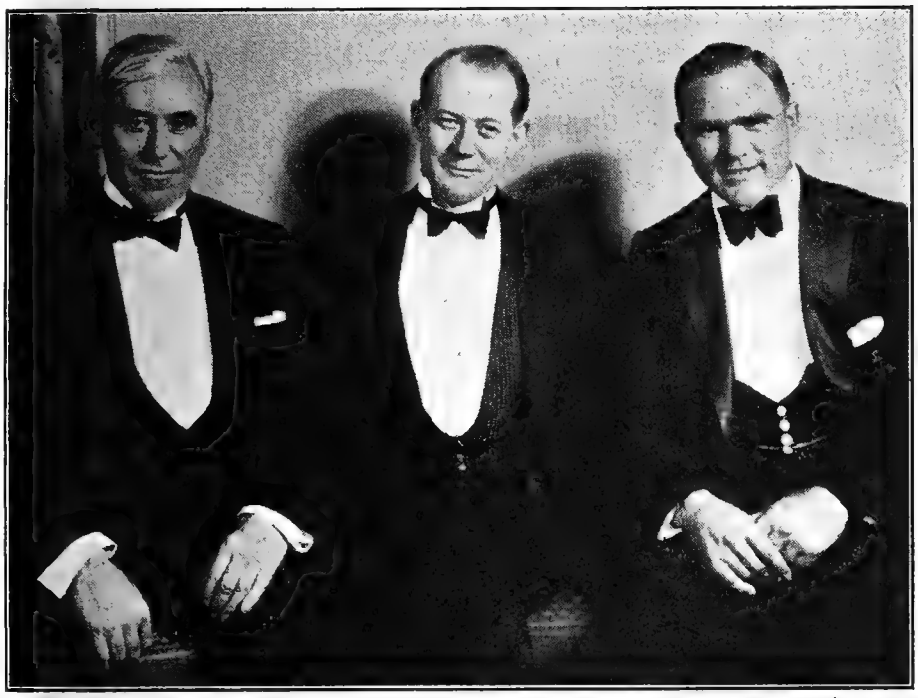

"Three of a Kind" — Pathe Headlights.

"Our Gang" spot Hal Roach as "Santa Claus."

THE GENTLEMAN to the left is Mr. Mack Sennett, one of the best known pioneers of the motion picture industry and today considered the most prominent producer of two-reel comedies. Not only has he made a name for himself glorifying the universally known Mack Sennett bathing beauty, but some of the biggest and most celebrated stars of the dramatic screen of today owe their initial training before the camera to Mr. Sennett. Among those who have attained stardom in the comedy field and are heading their own production units we find in this year's releases: Ben Turpin, The Smith Family with Raymond McKee, Ruth Hiatt and Mary Ann Jackson, Madeline Hurlock, Alice Day supported by Eddie Quillan, Harry Langdon and last, but not least, his own brand comedies featuring Billy Bevan, Natalie Kingston, Andy Clyde and other sure-fire comedians and the colorful array of his world famous bathing girls.

To the extreme right we have Mr. Hal Roach, who has risen to a prominent place among comedy producers due to his untiring efforts to offer something radically new to the comedy public. His contracts with some of the very best dramatic screen stars as Theda Bara, Lionel Barrymore, Priscilla Dean, Matt Moore, Agnes Ayres, Mae Bush and others have revolutionized the comedy field. While these stars of standard calibre are featured in his own brand two-reel comedies, the productions of his various other units have won him fame all over the world: Charley Chase, Glenn Tryon, "Our Gang" have earned a place in the hearts of the comedy fans of every continent. Aside from his comedy productions Mr. Roach devotes much of his attention and care to Rex, the wonder horse who has blazed a trail of flaming success all around the world.

Between these two men of utmost prominence in the motion picture production field is seated the man who heads the organization which handles the distribution of the product put out by both Mr. Sennett and Mr. Roach: Elmer Pearson, Vice President and General Manager of Pathe Exchange, Inc., New York. While the distribution of the two-reel comedies represents the most substantial part of Pathe Exchange's release schedules, they also handle two series of Western dramas, one of them starring Harry Carey in six sensational features, the other with Leo Maloney, America's cowboy actor as star. In the line of comedy features Pathe has been fortunate to arrange with Monty Banks, the runner-up for a place on the Chaplin-Lloyd-Langdon team, for the production of a series of six-reel feature comedies. Another branch of the widespread organization of Pathe Exchange takes care of the distribution of the Pathe serials, of which we might just mention the latest success of "The Fighting Marine" with Gene Tunney. The schedule of short subjects released by Pathe is of an unusual variety, every one of the subjects being elaborate to the point of perfection. Among those short subjects we find Pathe News, Grantland Rice's Sportlights, the Pathe Review, Aesop's Film Fables and Topics of the Day, all of which releases figure regularly on their weekly release sheets.

CHARLES F. MAVETY

Wishes to thank the Industry for their co-operation in making the Mavety Film Delivery Service

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WILLIAM FOX, president of Fox Film Corporation, got into the motion picture industry of his own volition, because he had been fooled in the purchase of a penny arcade and wished to recoup in some amusement enterprise.

Mr. Fox now can well afford to laugh at the man who palmed off a worthless "store show" on him, for he is several times a millionaire and head of a vast motion picture concern that girdles the world.

A little more than two decades ago Mr. Fox was in business on the lower East Side of New York City. Even in this business, utterly different from that in which he had made his great success, the aggressiveness, vision and industry of the man made themselves apparent; for, starting as an ordinary workman he progressed to foreman, manager and eventually owner of the establishment.

About that time a friend interested Mr. Fox in a penny arcade in Brooklyn. The proprietor went to Mr. Fox, who was then in his early twenties and had not been schooled in the subtleties of business as practiced in New York, and informed him that the arcade was making more money on the investment than any other business establishment in the world that he knew of. Mr. Fox watched the arcade for the next three days and saw hordes of patrons streaming into the place. So he bought the arcade and prepared for a clean-up.

WILLIAM FOX
President Fox Film Corporation

No sooner had the deal been consummated than Mr. Fox found that the business of the arcade was wholly fictitious. The former owner had hired the bogus patrons whom Mr. Fox had seen streaming into the place during the three days that he watched it.

But this discovery failed to daunt the future film magnate. He set about the task of building up the business of the arcade, and, in a few weeks saw his labors rewarded by a steady lucrative patronage. Encouraged by this experience, he branched out and took over two other similar ventures, operating them with great success.

At this time the Fox "offices" consisted of desk room in an office at 24 Union Square, Manhattan.

From an arcade owner, Mr. Fox became a theatre owner. He leased the Dewey Theatre in Fourteenth Street and the Gotham Theatre in 125th Street. The leasing of these two playhouses was declared to be one of the biggest theatrical coupes up to that time in New York.

This was when the film business was beginning to attract attention. It was on a very different basis from the gigantic industry of today. However, there were no feature films in those days — no palatial picture theatres. Anyone with the courage to predict the day when features would run for as much a week on Broadway would undoubtedly have been regarded as a fit subject for examination by an alienist.

But William Fox, the theatre owner, saw a big future for the new industry and for himself. His start as a film man, however, was humble enough. He formed the Greater New York Film Rental Company with offices at 116 East Fourteenth Street, and thus set himself up in business as a film distributor for the New York territory.

From the beginning the Greater New York Film Rental Company prospered in greater ratio than did the industry itself. The concern gradually branched out and established branch offices throughout the East. The business consisted entirely of buying one and two-reel films from the pioneer film producers and distributing them to theatres.

The business continued with constantly increasing success for several years. Mr. Fox, however, was not satisfied with the type of films he was obliged to offer. As the owner of a chain of theatres, he understood the showman's needs better than any other film producer, or distributor of the time.

Accordingly, Mr. Fox organized the Box Office Attraction Company with office room on part of the fifth floor of the building at 130 West Forty-Sixth Street, the same building where Fox Film Corporation later occupied five full floors.

Before Mr. Fox produced a foot of film, he formed a selling organization that covered twenty-two principal cities of the country. While he made preparations for producing his own photoplays, he also continued the

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WILLIAM FOX

(Continued from Page 36)

distribution of film produced by other companies.

The first picture produced by Mr. Fox was directed by the late J. Gordon Edwards, then stage director of the Fox dramatic stock company of the Academy of Music in Fourteenth Street. Mr. Edwards remained with Mr. Fox until he had become a real power in the industry. The first picture was staged at the Eclair studio in Fort Lee, N. J. Later pictures were made at Scott's farm on Staten Island and at a studio in Jersey City.

The year 1914 was spent largely in preparation for producing and for perfecting the organization. After a few pictures had been produced, it became apparent that the existing organization was not big enough. So Fox Film Corporation absorbed the Box Office Attraction Company and immediately began to produce on a larger scale.

Mr. Fox purchased the Eclair studio, organized new companies, engaged new stars and gave notice, by deeds if not by words, that he was in the producing business on a larger scale. One studio became inadequate. Others were bought. More companies were organized.

In 1915 a complete film printing plant was established at Fort Lee, N. J., together with laboratories for handling the entire output of the organization. Additional office space was taken in the building at 130 West Forty-Sixth Street. New Branch offices were established in the United States; Canada was invaded; then South America, Australia, New Zealand and Cuba.

Early in 1916 the William Fox studios at Hollywood, California, were completed and ready for the severe tests the growing Fox organization was to place upon them. In addition, Fox agencies were established in the principal cities of Continental Europe and in India, China, Japan and other parts of the Far East.

In 1917, the production activities of Fox Film Corporation were more than doubled.

In 1918, increased endeavor was made to produce photoplays of typical Fox standard and Fox appeal. The Fox studio at Hollywood was one of the largest on the Pacific Coast, covering several acres. But the studio and laboratory facilities were increased several times by the purchase of adjoining tracts and the erection of new building, including several permanent stages. The Hollywood plant was further expanded this spring by the addition of one of the finest outdoor lots in the industry at Fox Hills. It includes a number of large permanent stages and street scenes.

WINFIELD R. SHEEHAN
Vice-President and General Manager, Fox Film Corporation.

In 1919 construction was started on the $2,500,000 William Fox building at Tenth Avenue, from Fifty-fifth to Fifty-sixth Street, Manhattan, a veritable film city two minutes from Broadway.

This building was constructed to house the administration offices, the Eastern studios and the immense laboratory of Fox Film Corporation and to accommodate nearly 5,000 employees. It includes room for twenty producing companies to work simultaneously in the studios, which have dressing rooms for 1,000 players.

This centralizes the extensive business of Fox Film Corporation in two great plants — one in New York and one in Hollywood. There are twenty-nine Fox branches in the United States, six in Canada, and seventy-five in other parts of the world.

By the energy and resourcefulness of Mr. Fox, the penny arcade purchased twenty-odd years ago has expanded into two corporations — Fox Film Corporation, the producing and distributing company, with assets of $25,000,000 according to its New York Stock Exchange statement, and Fox Theatres Corporation, which began its corporate existence less than a year ago, with assets of more than $20,000,000.

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HARRY M. WARNER

THIS IS A REAL romance of Big Business.

It's almost unique because — for one thing — it has to do with the rise, in an almost incredibly short time, of leaders in a business that is yet too young to be marked by many triumphs.

In twenty-five years Warner Bros. have advanced from the ownership of a little bicycle shop in Youngstown, Ohio, to a commanding position in the motion picture world with executive offices in New York, model studios in Hollywood, and branch exchanges not only in every part of the United States and Canada, but in Europe and Africa.

Also, this year they gave to the world the Vitaphone, an instrument synchronizing music and motion pictures, that is setting the whole motion picture industry talking. This has just been presented to New York in their own theatre and will soon be showing in every city in this country.

Further, some of the biggest pictures in the industry are to come this year from the Warner studio, pictures that are real art and entertainment.

The picture field when the Warners invaded it was almost untried.

No precedents had been established. The industry was too young to have provided experiences from which they might profit. Success came only after repeated setbacks which put courage and ability to the supreme test.

The fact that the four big figures in the firm are brothers is another impressive feature of the romance. Relatives don't always "hang together." The tendency is so decidedly in the other direction, indeed, as to make this case a notable one. What those five brothers from Baraboo, Wis. — the Ringlings — did in one entertainment field, the Warners have done in another.

There was a reason for speaking right at the beginning of this story of the little bicycle shop. Two other brothers — Orville and Wilbur Wright — got their start in the same line of business and they, too, were graduated into a line that was new to the world.

The Warners "went in for" bicycling at the very time that bicycling was all the rage in the United States. Then, when "the movies" were just riding into popular favor, they transferred their attention to them.

Harry and Albert, the oldest of the Warner quartette, opened the little bicycle shop in Youngstown back in 1900. They weren't content to repair the "bikes" of others. They wanted to be actual participants in the bicycle game. They became crack riders themselves. Harry was a six-day race shark and Albert became a

ALBERT WARNER

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road race champion. Between them they "cleaned 'em up" out there in Ohio.

Sam Warner, No. 3 among the boys, took charge of the shop when his big brothers were gathering the prizes. Sam had "an itch" for theatrical life, and he used to steal away and play around in the wings of the Youngstown Opera House. There, in time, he formed helpful acquaintanceships, and when an offer came of the assistant management of an amusement park at Cedar Point, near Sandusky, he forgot that there were such things in the world as bicycles. This was in 1902 and very soon Sam became manager of the park, which was owned by the Ingersoll Amusement Company of Pittsburgh.

Moving pictures, so-called, were being shown in this park. They were crude things but they were fraught with great possibilities, a fact that Sam Warner was quick to recognize. That's another Warner trait — the recognition of attractive possibilities. There was a chance to buy a picture outfit for $150, and Sam and Albert snapped it up. Thus there came into being the first motion picture firm of Warner Bros.

Jack Warner, the youngest of the four brothers, then a "kid" just out of school, and the sister of the boys, joined the two in touring Ohio with

SAM WARNER

JACK WARNER

a reel of "The Great Train Robbery," a projection machine and a phonograph. Albert collected the tickets, Sam manipulated the projector, Jack sang and the sister presided at an organ.

After a time they decided to quit traveling and operate a theatre. They contracted with Rowland & Clark of Pittsburgh, for two changes of bill at $40 a week and opened a house in Newcastle, Pa. All went fairly well until the distributors asked for a deposit of $100 a reel and the brothers were without the $200 to cover a week's shipment. Then Harry Warner joined his brothers. He had sold out his bicycle business and obtained the $200 from an uncle of his wife's. So now all four of the Warners were together.

Then the Warner Bros. proceeded to form what is believed to have been

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THE ROMANCE OF WARNER BROS.

(Continued from Page 39)

the first booking circuit of exhibitors. They persuaded nineteen other exhibitors to join them and the films they obtained made the rounds of the twenty theatres at a cost of $100 instead of the $40 each had been paying.

The Warners were among the first firms to distribute five-reel pictures instead of the one and two-reelers which were prevalent. The Warner Features proved such a popular success that the General Film Company tried to buy out the firm nine months after it had started, but the Warners refused to sell.

All this time the brothers had been gaining valuable experience. But they lacked experience in corporation matters, and because of this, lost control of their company. Perhaps in the long run this should be accounted as fortunate, for it stirred them to equip themselves in the one department in which they were deficient, but the experience was far from welcome at the time. At this crisis in their affairs, the Warners displayed to a notable degree, that courage and determination that has played such an important part in the development of their entire career.

The setback meant to start all over again, and this the brothers did on a much broader scale. They divided the firm into two units, one taking charge of the production end in California, the other remaining in New York to attend to executive matters and distribution. From that time, Jack L. Warner has been in Los Angeles with full supervision of all production work.

The career of the Warner Bros., as the firm is known to the world, really dates from World War days. They induced James W. Gerard, who had been ambassador in Berlin until the United States "broke" with Germany, to let them picture his book, "My Four Years in Germany," and this film, making a decided hit, put them on the motion picture map. This picture was the talk of the country and proved one of the most successful photoplays produced up to that time.

Mr. Gerard, who had not believed it possible to make a good picture from his book, until he had read Charles A. Logue's scenario, said long after the release of the film:

"The picture was a great success and I believe has traversed the motion picture globe. My relations with Warner Brothers, young men of the highest character, were always most agreeable, and it is a pleasure to learn of their marvellous success since the production of 'My Four Years in Germany'."

SAM E. MORRIS
General Sales Manager, Warner Bros.

There followed the serial, "The Lost City," a number of comedies, and several features, which, while proving popular successes, were not particularly outstanding. Then the Warners decided to produce only pictures of a super quality. They bought the screen rights to "Why Girls Leave Home," and the success of their filmed version of it marked another long step forward.

"Your Best Friend," starring Vera Gordon, scored another triumph, and "School Days," with Wesley Barry, showing in nearly every city and town in the country and winning unstinted praise everywhere, greatly increased the prestige of its producers and distributors.

But Warner Bros. were not content to rest upon their laurels. It has always been one of their characteristics that every success has stimulated them to greater ambition and spurred them to increased effort. So it has been the rule that each succeeding season has been marked by more notable triumphs. The 1922-23 schedule witnessed the release of such screened masterpieces as "From Rags to Riches," "The Beautiful and Damned," "Heroes of the Street," "The Little Church Around the Corner," "Brass" and "Main Street."

Warner products had by now won the description, "Classics of the Screen," and this not only further increased the popularity of the makers, but inspired them to yet greater activities.

Now came the determination to forge to the very fore-front of the picture industry. The organization was enlarged and perfected so as to enable it both to increase the production of super-features and to facilitate distribution in every part of the world.

The studios in California had occupied four acres of ground. This space was augmented to ten acres, and the most complete and best-equipped of plants was erected. Occupying a full block in the very heart of the town, the main Warner studio is one of the show places of Hollywood, while the plant is recognized by every one in the industry as a model.

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"MY MESSAGE to the Motion Picture Industry of Canada is one of good-will. I am interested in furthering the ideal of a Motion Picture League of Nations, expressive of the Internationalism of the screen.

The screen makes no distinction of race, creed, colour, nationality. It speaks the language of the screen, which is the speech of all peoples.

The Motion Picture Industry in the United States has been built up, and is building its strength through the liberality with which it welcomes British, French, German, Italian, Austrian, Hungarian, in fact all factors, whatever their race or country, their vocation may be, writers, players, directors, mechanics, technicians, to the studios of its screendom.

This will tend towards the formation of an International Motion Picture Industry, which is gradually becoming one of the most powerful agents in the establishment of an understanding of International goodwill."

WILL H HAYS

WILL H. HAYS

CHARLES C. PETTIJOHN

"MY MESSAGE to the Motion Picture Industry of Canada is one of friendliness. Arbitration is based on the laws of Canada, by which the Film Boards are governed. I believe in Arbitration. Humans should be able to settle their grievances among each other without having to resort to stronger measures.

Arbitration is but a systemized method of settling a difference of interpretation, of adjusting a development of circumstances, of making each man responsible for his liabilities. In many cases it has acted almost in the capacity of a Father-confessor, it has heard and it has absolved, endeavoring always that the "justice shall be tempered with mercy" and that the various units over which our Boards have jurisdiction shall realize their responsibility to each other; and be willing to co-operate for a greater Motion Picture Industry.

Arbitration will have to speak for itself. It is one of those instruments of service which performs its duties quietly; and perhaps the only medium of service in Motion Pictures which does not publicize its achievements."

CHARLES C. PETTIJOHN

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M. H. HOFFMAN, Vice-president and inspiration of the Tiffany Productions, Inc., is one of the "old guard independents," who instead of being submerged and overpowered in the great competitive arena, has arisen like the victorious gladiators of the Greek and Roman eras, ready for his crown of achievement; and this he has at last obtained in the presentation of Tiffany Productions.

Perhaps the secret of Mr. Hoffman's success lies in the geniality and sincerity of his personality. Such a man cannot help but make friends; such a man cannot help but vanquish his enemies, for such a man has no enemies through the sheer ability and courage of his showmanship.

The history of Tiffany needs very little introduction. It made its bow to the public as a Metro release, starring Mae Murray. When, however, the Metro became a separate institution, Mr. Hoffman set about to make Tiffany a distinct trademark without the reflective glory of a Metro combination.

Mr. Hoffman was of a nature who saw showmanship only in a big way, so that when he started out to State Right market Tiffany productions, he made up his mind that these productions should be worthy of national distribution; and that the only State Right market attribute which they should possess should be restricted to their territorial designation only.

In the presentation of "Souls for Sables," a feature which in cost, ran well into the hundred thousand mark, the other State Righters and national distributing organizations foresaw in the Hoffman-Tiffany idea a financial failure, but Hoffman was building for a future and not a present profit; and although his returns on his first investment were not in the balance of profits, still the reputation and the good-will which he was building up for Tiffany was in itself an estimable profit. The Tiffany trademark is now holding its own among the worthwhile trademarks.

With an experience which combines salesmanship, showmanship and directorship, Mr. Hoffman has built up a string of twenty-seven exchanges covering the United States and Canada. By Spring the Tiffany exchanges will number thirty-two, handling Tiffany pictures exclusively, and with all territories covered.

The production budget for twenty Tiffany productions will be around two millions; and will embrace plans for the construction of a studio, the ground having already been purchased, for the Tiffany productions in Hollywood.

In a recent interview with Mr. Hoffman, one could not help but be impressed by the enthusiastic ambition of this man, the soundness of his plans and ideas. When asked what was the guiding impulse behind his project, he said, "Work and specialization. Everybody in our organization works with one purpose, the greatest value out of every dollar we spend, we have no 'strolling executives,' as one might call them. Our executives all have a sufficient creative ability to function in their various capacities."

M. H. HOFFMAN
"The Tiffany Man."

Mr. Hoffman in 1909, just previous to his entry in the motion picture Industry, was a lawyer, with a side-line which he described as "portrait and monogram artist." He came to New York from Chicago as a child and graduated from the College of the City of New York to the New York University Law School, from which institution he subsequently began his practice of law for a period of ten years.

In 1910, the Grand Theatre in Indian Orchard, Massachusetts, was "wished upon him," much in the same way as the Capitol was wished upon the Metro-Goldwyn-Mayer interests, that is the management of this theatre, for he had already become a part owner of it a few weeks earlier.

It must have been an ill wind which blew the Industry of motion pictures much good, for Mr. Hoffman discovered much to his delight that the business of being a showman was a real business; and in six months he not only managed this one theatre, but added six other houses to it in the State of Massachusetts.

The late Hiram Abrams at that particular time was managing an office at Portland, Maine, for the W. E. Green Exchange in that same territory, while Harry Asher was managing the Boston Exchange for this same company. Mr. Green engaged Mr. Hoffman to manage his office at Springfield, Mass., and later when Universal bought out the W. E. Green Exchange, Mr. Hoffman remained with Universal as General Sales Manager for

(Continued on Page 53)

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CARL LAEMMLE, "LITTLE GIANT"

(Continued from Page 30)

In 1919 Carl Laemmle, ever ready and anxious to make the motion picture a handmaiden of science and progress, sent the Alder-Laemmle expedition to Borneo, the Universal-Smithsonian expedition to Africa — another one to Cape Town and Cairo.

On March 16, 1920, Carl Laemmle and R. H. Cochrane obtained control of Universal — The Universal Film Mfg. Company became Universal Pictures Corporation — Carl Laemmle, president, and R. H. Cochrane, vice-president.

In October, 1924, Mr. Laemmle decided to move uptown again, so luxurious quarters were leased in the Heckscher Bldg., located at the entrance of Fifth Avenue and Central Park. The financial expansion of Universal, now one of the dominant factors of the industry, employing thousands and expending many millions every year on production, found proof in fact that in 1925 Universal Pictures Corporation issue appeared on the New York Stock Exchange. At the same time Universal formed the Universal Chain Theatrical Enterprises, Inc., with three million dollars capital.

Universal now owns more than 250 theatres in America, and in 1926 started to build theatres in Europe, such as the Mercedes Palace in Berlin and others.

The twentieth anniversary of Laemmle's beginning as exhibitor and producer was celebrated by the entire industry from the Atlantic to the Pacific and all over the world whereever Universal pictures have made Carl Laemmle's name a household word with patrons of the movies.

When in June, 1926, Carl Laemmle sailed for Europe he was stricken on board of the Berengeria as the ship approached the French coast, and was taken in haste to London for an operation. Carl Laemmle again won the battle although his life had been despaired of, coming back to America on October 6th he was greeted by leading men and women of the industry as well as other prominent New Yorkers, who sang the praise of the man who had fought the battle of the screen for more than twenty years — his battle and theirs, and had never suffered defeat.

ROBERT H. COCHRANE
(Vice-president Universal Pictures Corp.)

MR. COCHRANE was born in Wheeling, West Va., and at an early age his family moved to Aoledo, Ohio. Here he went to school. Following graduation from High School in 1897, he became a reporter on the "Bee.". The initial salary was $6.00 a week. It was not long before the reporter was advanced to City Editor and the compensation increased to $13.00.

In 1904 Mr. Cochrane went to Chicago to join his brothers, Phil. D. and Witt K., in the Cochrane Advertising Agency. The firm handled the regular run of newspaper and magazine accounts.

One of these accounts was the Continental Clothing Co., of Oshkosh, Wis., of which Carl Laemmle was manager. In February, 1906, Mr. Laemmle bought a theatre in Milwaukee Ave., Chicago, and in the following October he opened an exchange. It was a few weeks after this that Mr. Cochrane bought an interest in the Laemmle Film Service. In January, 1913, he became a full fledged and active member of the Universal organization and coming to New York, the Vice President of the corporation.

LOU METZGER
(Gen. Sales Mgr. of Universal)

LOU METZGER, general sales manager for Universal, is a strictly Universal Product. He has come up through the ranks of the Universal Exchange System.

Sixteen years ago, when barely seventeen, he undertook his first job in a film exchange, that of his uncle, Gus Metzger, in Portland, Ore., as an inspector when that organization handled the Laemmle Film Service. He soon graduated into the sales end of the business and remained in that territory until the war when he resigned and entered the Army, joining the 81st Field Artillery of the 8th Regular Division. Starting in the ranks he rose to be Chief Brigade Telephone Officer of the 8th Field Artillery Brigade.

(Continued on Page 64)

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N. L. NATHANSON
Managing Director, Famous-Players Canadian Corporation.

("RENDER UNTO CAESAR THE THINGS WHICH ARE CAESAR'S.)

A joust I had
With this strong knight,
Armoured full well
In steel to fight;
And in the closing
Of this year
This tribute must I give a peer
'Mong fighters,
I fought him long,
He fought me well;
And when we called a truce,
We resigned an advantage
To concede a right—
To what great use
We now ascend
Time only can tell.
I'll use my pen
Which was not loth
To Pierce his Progress,
To proclaim him as my friend;
And trust his growth
Will build an Empire
In Fair Canada's Domain
Of Motion Pictures,
His is the power to attain t
The glory of such fame.

For in this age wherein we dwell,
Life churns all dreams,
Thought, Industry, the Art of Ages
To re-create Civilization,
Prosperity and Progress—
A million humans for one Superman;
A Million enterprises
To build One Plan—
Into the Cauldron of the Mass
All of us are drawn,
Save those like Og,
Titanic in their growth
Stand knee-deep in the Flood
Of Class Immersion.
"I Am That I Am,"
Said He, Whom men acclaim
As God:—
Each man can so identify himself,
And as such remain
Throughout the Grinding Submersion.

RAY LEWIS

Building Up an Empire of Motion Pictures

N. L. NATHANSON was born in 1886. The story which Clarence M. Robson compiled under the title of "The Go-getter," states that in this same year King Ludwig of Bavaria committed suicide. Great Britain was in the throes of a General Election and Liszt died.

N. L. Nathanson has been blamed for a great many things, but nobody could attribute any of these dire events to him, since at that time he came into the world as an infant, the general course of procedure; and had not yet manifested the "go-getting" instincts with which he later became identified, save that it is told of him that his "initial yell" registered that he was a lusty infant ready to take his place in life.

Mr. N. L. started out as an embryonic Gabriel, the cornet being the instrument through which he blew his message into the world. Minneapolis claims him as its birthplace; and in that city, it is said, he commenced to sell newspapers out of school hours. He joined the local newsboys' band, but no one has ever credited him with being a marvellous musician, although those who remember the cornet days of N. L. say that he could blow louder than the rest, which shows that he was bound to be seen and heard even at the tender age of ten.

At fourteen, after having finished one year at High School, he gave up both the cornet and newspapers to enter a railroad ticket brokerage office under the management of one Mr. W. R. Gitt. In those days rail-

(Continued on Page 45)

RT. HON. W. L. MACKENZIE KING
Prime Minister of the Dominion of Canada.

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"BUILDING UP EMPIRE OF MOTION PICTURES"

(Continued from Page 44)

road tickets were in the hands of "scalpers," much after the same regime as theatre tickets; and perhaps this accounts for N. L.'s development along showmanship lines.

Finding himself out of work, N. L. went to work for a Mr. Dorsey, who owned the Wonderland Amusement Park at Minneapolis. Here he imbibed the essence which goes far towards making a real showman. His experience smacked of the circus; and soon he was managing a little Midway of his own, being chief caterer to the masses who love pink lemonade, popcorn, hot dogs and all the other ills to which the human appetite is heir when it takes a Midway Frolic. That N. L. made a success of this venture is evident since his boss sent him to explore virgin territories introducing the same appetizers.

At the age of twenty-one, Toronto, which then had a population of about 200,000, received a visit from N. L., who introduced his own peculiar catering establishment to the frequenters of Scarboro Beach Park. Later on he again demonstrated a similar success in the same business at Dominion Park, Montreal. Having conquered this particular field, and finding it void of further interest, N. L. found himself in the bill posting business with the E. L. Ruddy Co. Ltd., of Toronto.

His particular vocation was as a salesman for the Connor Ruddy Co., a salesman of billboard advertising. N. L. sold so much advertising that the company thought it was more profitable to keep the profits in the company by making him a director, but this field too, became too narrow for the activity of N L.; and although retaining an interest in the Ruddy Co., an interest which he still holds, he directed his energies towards the formation of his own national advertising agency known as the Nathanson-Wadsworth Co., with offices in the C. P. R. Bldg. During this period N. L. acquired enough money to take unto himself a wife.

In 1914, just about the time when the motion picture began to rear its then Infant Head, N. L. saw that The Infant had a forelock on its forehead which might prove advantageous to grasp. He purchased the Majestic Theatre from the late A. J. Small, and remodelling it, in August of 1916, he re-opened it under the name of the Regent Theatre, and presented to this city the first real motion picture palace.

Since then many theatres for the presentation of pictures have been built in Toronto, but the Regent still retains the atmosphere for which it became noted. It is still the "house of distinction" in the presentation of motion pictures, and is a rendezvous for all those who are in search of the best in motion pictures. Soon after this theatre introduction N. L. opened the Regal Films Exchange for the distribution of motion pictures, his first exchange being in the loft over the E. L. Ruddy Co., on Wellington Street.

As more pictures became available for distribution N. L. enlarged the field of his operation and moved his exchange to roomier quarters at 37 Yonge Street. The Regent Theatre became part of a chain of theatres, among which was the "Flower" in Ottawa, in Galt, and in Guelph, and the Garden and Teck in Toronto.

N. L.'s ambition to build up an Empire of Motion Pictures in Canada is steadily being realized. Today, the Famous Players Can. Corp. of which he is managing director, owns and operates over 100 theatres from Vancouver to Montreal and which organziation includes over 1500 Canadian shareholders. It is interesting here to note that William Donald Ross on the Board of Directors of the Famous Players Canadian Corporation, and one of Mr. N. L.'s strongest supporters towards this Empire Building Motion Picture Industry, has just had the honor of being appointed Lieutenant-Governor of the Province of Ontario, to succeed the Hon. Henry C. Cockshutt. Mr. Nathanson will forgive this disgression to receive the congratulations of The Digest upon the honor which has indirectly come to the Famous Players Canadian Corporation by the office attained by the new Lieutenant-Governor.

The Hon. Wm. Donald Ross is a man who is acclaimed as big physically and in many ways, having a prodigious mentality and vitality. "A man of great vision, a great developer of Canada and a great Canadian" is what his associates call him. Mr. Ross at the present time includes the presidential control, and directorship of many important companies in addition to the Famous Players Can. Corp., such as the Porto Rico Railway, the Northern Mexico Tower, the Canadian General Electric. He is also greatly interested in the development of Northern Ontario.

It has been said that "a man is judged by the company he keeps," and therefore if this adage holds true, we must concede to Mr. N. L. Nathanson the qualities which would place him in the company of such fine men as his Canadian organization represents.

Those who know the home life of N. L. speak of him as being a most chivalrous and attentive husband, a most indulgent parent; and that these qualifications were also manifested in his attitude toward his parents, the family into which he was born.

Although his rise, as that of other "builders of motion picture history," has been meteoric, N. L. has retained the simplicity of his youth in that he carries with him no consciousness of the importance of his position. It is said of him that he is never too busy to receive the most humble caller; and that there is no branch of the business which he controls, no branch of the business in which he is interested, nor with which he is affiliated that he is not aware of, keeping in touch with the minute details which go towards building up the interest as a whole.

In his endeavors to build up An Empire of Motion Pictures, it might be amiss not to mention that he has zealously endeavored to bring into Canada such worthwhile British productions as he could secure; and that not only his theatres have been open for the exhibition of these British pictures which have been brought in by other companies than his own, but his Exchange has purchased pictures for distribution in his theatres and throughout the theatres in the Dominion of Canada, a recent acquisition being "Every Mother's Son" which the Regal Films presented to the public with such a whirlwind campaign as has been seldom surpassed; and reaping for its reward the approbation and support of the Canadian exhibitors and the Canadian public.

Another English picture which N. L. has secured, and which we will no doubt hear further announcements, is "Mlle. Armentieres." This after considerable effort to secure Canadian rights.

Other associates who officiate as directors of the Famous Players Can. Corp., and who are Canadians, are J. B. Tudhope, of Orillia; W. J. Sheppard, of Waubashene and J. P. Bickle of Toronto, men who have all played an important part in the upbuilding of Canadian finance.

When one stops to consider that Mr. Nathanson is only forty years old, that he is vigorous still in mind and body and ambition, that he heads an industry in a Dominion which is only beginning to return the profits for the investments of a motion picture Industry here, that this Dominion itself stands upon the threshold of an era of prosperity, yet unreached in the history of its career, when we take

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N. L. NATHANSON

(Continued from Page 45)

into consideration the potentialities of this Dominion towards greatness, when we realize what this Dominion has accomplished with only about eight million of people resident here, and what it will accomplish when the peoples of the world become aware that here is a Promised Land which is worthy of consideration, we begin to realize the ladder of achievement upon which N. L. Nathanson has placed his step.

And what is Canada's compensation for this Industry which is being nourished at her breasts? This appears to be a superfluous question, for this Industry of motion pictures has proved to the world that there is no medium of propaganda more potent than the screen; and that trade follows the industry of the screen.

The Premier

Fredericton

St. John, N. B.

The Canadian Moving Picture Digest,
259 Spadina Ave.,
Toronto, Ont.

Gentlemen:—

I wish those engaged in the Motion Picture Industry in New Brunswick a very merry Christmas, and assure them that the Government of the Province appreciates the efforts they are making to attract the attention of their patrons to things Canadian. The value of this attitude in the building up of the country cannot be over-estimated.

Yours very truly,

JOHN B. BAXTER,
Premier and Attorney General,
Province of New Brunswick.

Prime Minister

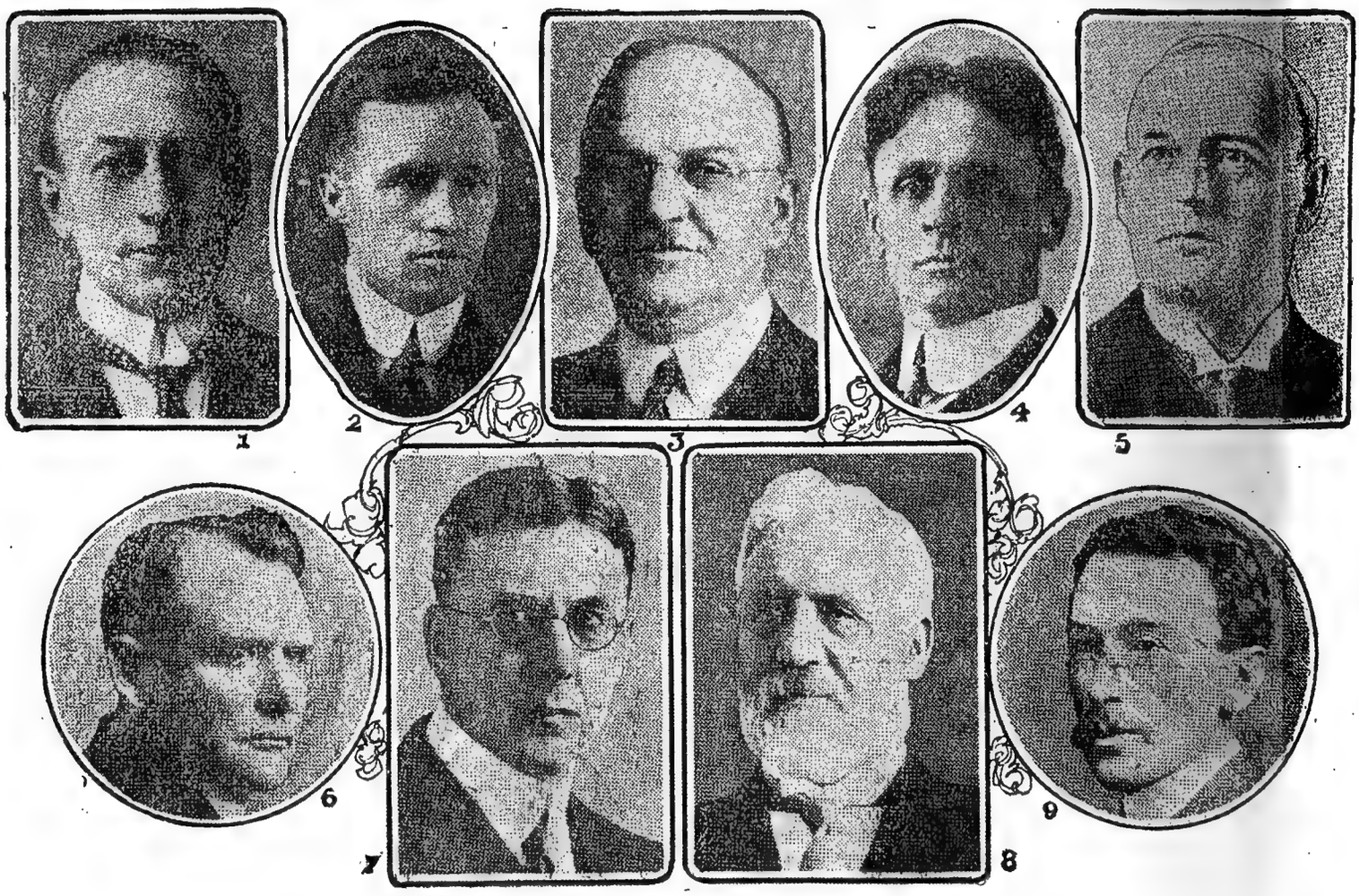
Province of British Columbia

The moving picture Industry is today so vital a factor in moulding public sentiment that one can scarcely ignore its claims, and it is with pleasure that I comply with your request to send a short message to those engaged in that business in British Columbia.

We have here scenic and climatic conditions that would seem to an outsider at least to be ideal for cinema production. We have sea shore, forests, mountains, rivers, waterfalls and inland lakes on a vast scale and would like to see them utilized more and more for the silver screen. That is one of my wishes.

My special Christmas message to you, however, is that you find happiness in adding to the pleasure of our people during the coming year, and in so doing will have nothing to regret in the production of anything that may be considered questionable or detrimental to the best interests of the public that you serve.

(Sgd.) JOHN OLIVER
Premier of British Columbia.



EXECUTIVES OF PROVINCES OF CANADA

1—E. N. Rhodes, Premier of Nova Scotia; 2—James G. Gardiner, Premier of Saskatchewan; 3—G. H. Ferguson, Premier of Ontario; 4—John Bracken, Premier of Manitoba; 5—John B. M. Baxter, Premier of New Brunswick; 6—J. D. Stewart, Premier of Prince Edward Island; 7—J. E. Brownlee, Premier of Alberta; 8—John Oliver, Premier of British Columbia; 9—L. A. Taschereau, Premier of Quebec.

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Top, reading from left to right—A. W. Smith, Jr., Ned Marin, Ned E. Depinet.
Second line, left to right—Robert Lieber, Richard Rowland, Samuel Spring.
Bottom line, left to right—E. Bruce Johnson, William A. Bach.

Google

Who's Who with First National

Robert Lieber

Robert Lieber, president of First National Pictures, Inc., built the second largest theatre in the United States devoted solely to motion pictures at a time when screen enertainment was in its formative stages. The Circle Theatre, Indianapolis, is a testimonial to his faith in the movies, a faith which has been rewarded by his present position of outstanding prominence as the head of a powerful producing and distributing organization. Indianapolis is President Lieber's native city. He was born in 1870. In 1907 he opened an exchange for the distribution of films, later selling out to the General Films Company. In 1915 he joined in the building of the Circle Theatre. Upon the organization of First National Pictures he became one of the founders and a year later was named president, an office which he has held ever since. Throughout the industry President Lieber is held in the highest esteem because of his unusual qualities. In the organization of which he is the head he is honored and loved by everyone, from the greatest to the humblest.

A. W. Smith, Jr.

A. W. Smith, Jr., First National's sales manager for the Eastern district, was born in New York. His first motion picture position was that of salesman for Pathe, with the lower East Side of New York for selling territory. He quickly became booker and assistant manager of Pathe's New York exchange and during the course of the next few years was assistant manager of Pathe's Boston, Cleveland and Dallas exchanges, becoming a full-fledged manager of the last exchange. After the war he became general sales manager for the Hodkinson Corporation, then returning to Pathe assumed direction of the sales connected with the Harold Lloyd specials. In 1923 he came over to First National. The fact that the best showing in the recent Lieber Month Drive was made by the Buffalo exchange under his supervision is taken as evidence of the success of his sales methods in the East.

Ned Marin

Ned Marin, sales manager for First National in the West and supervisor in the Canadian territory, was born in Jersey City, New Jersey. After being graduated from New York University, he studied law at Columbia University. Subsequently he acted as correspondent for the New York Herald. His first motion picture position was with the Famous Players-Lasky company, where he rose to the position of assistant general manager of the theatres department. Then he became manager of Distinctive Pictures and later general manager of distribution at Universal. Before coming to First National he was sales director at Universal. Marin is called the leader of the "grizzlies," as the Western sales force is known, and during his tenure of office at First National has brought the Western and Canadian divisions up to new high levels of productiveness.

E. Bruce Johnson

E. Bruce Johnson, foreign manager for First National Pictures, Inc., was born in The Dalles, Oregon. While studying law in Stockton, Calif., he worked as a motion picture operator at night in a theatre owned by Turner & Dahnken, who also conducted an exchange. Following his graduation, he was offered the position of general manager of the concern. For the next thirteen years he occupied this post, at the end of this time being called as assistant to J. D. Williams, then general manager of First National. Subsequently he was appointed foreign manager, which position he has held ever since. Under his efficient management First National's foreign department has shown a remarkable growth until today it occupies a place of outstanding importance in the field.

William A. Bach

William A. Bach, First National's Sales Manager in Great Britain under the general supervision of J. Franklin Brockliss, is a Canadian by birth. His first position was as Publicity Director for Universal in Canada, which post he held for several years, later doing special sales work for Hodkinson. Returned to Canada in 1919 as Assistant General Manager when Famous opened its own offices, subsequently becoming Canadian General Manager for that company. A year and a half ago he was appointed Canadian District Manager for First National, which position he held until E. Bruce Johnson, Manager of the Foreign Department, selected him for the post he now occupies. With his extensive experience in foreign sales, he is considered one of the ablest foreign sales representatives in the business.

Samuel Spring

Samuel Spring, secretary-treasurer of First National Pictures, was born in San Diego, Calif. He was graduated from the Harvard Law School and after serving as special assistant attorney general of Massachusetts, and later as head of the industrial bureau of the Emergency Fleet Corporation, was retained as general counsel for First National Pictures, Inc., in 1922. Three years later he was elected secretary-treasurer, which office he still holds in addition to being head of the sales cabinet. Among his numerous successful sales innovations was the recent formation of the K. O. Club, an exclusive organization for high-powered First National salesmen who, by their membership in the club, are put in a direct line for advancement into the executive end of the company. Mr. Spring has written several law books and has contributed articles to the Atlantic Monthly, Century, Harpers, Review of Reviews, North American Review, The Nation, Harvard Law Review, Yale Law Review and other publications of equal consequence.

Ned E. Depinet

Ned E. Depinet, First National's sales manager for the Southern division, was born in Erie, Pa., where he lived until he was fourteen. Thereafter, his father engaging in the new motion picture business in New Orleans, he took up residence in the Southern city, later removing to Dallas, Texas. He started as salesman with the Consolidated Film Exchange and became in turn assistant general manager and general manager. When Universal took over the exchange he became general manager for the Southern district for Universal and in 1924 came to New York to become sales manager of the South. In 1925 he joined First National and is now one of the trio of the powerful sales cabinet, headed by Secretary-Treasurer Samuel Spring, and including A. W. Smith, Jr., for the East, and Ned Marin, for the North and West. Under his supervision the South has become one of the most productive territories in the nation, a remarkable tribute to his sales policies and shrewd management.

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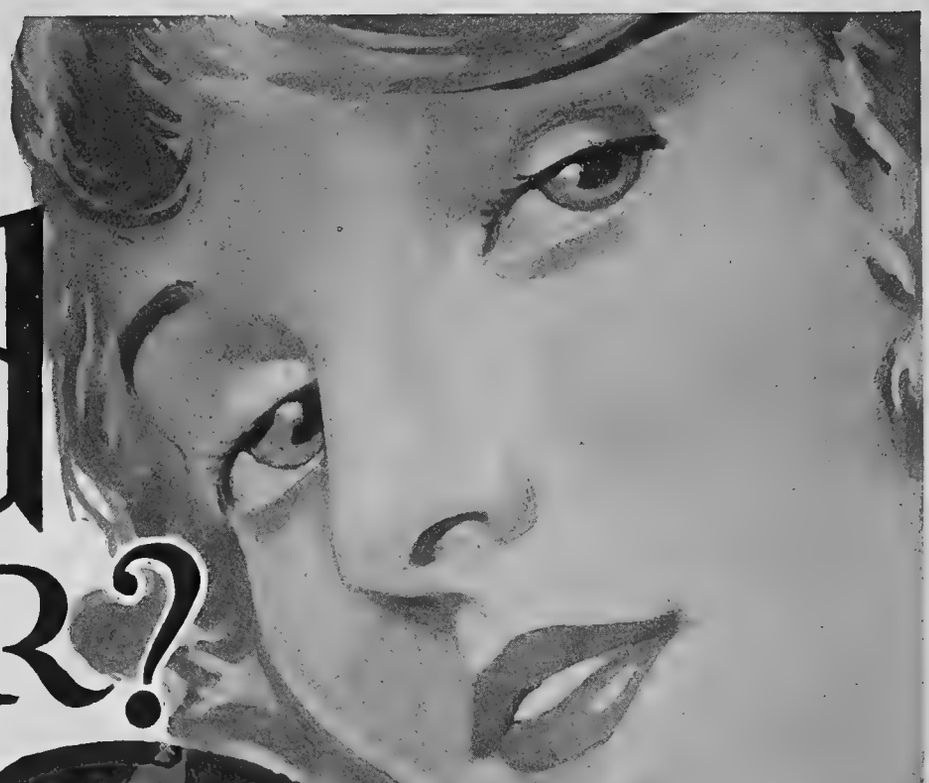
is she a

Gold DIGGER?



Watch her say it with Shovels at Mark Strand Broadway Opening Soon.

The Fastest Worker that ever made a date with your Box-Office!

First National Pictures Inc. presents

Just Another Blonde

an ALFRED SANTELL production

with DOROTHY MACKAILL

JACK MULHALL

Louise Brooks & William Collier Jr.

Adapted from story by Gerald Beaumont

Directed by ALFRED SANTELL

Production management AL ROCKETT

She had to give up her room at the Ritz--It was too far away from Childs

First National Pictures

FIRST NATIONAL *FIRST!*

Members of Motion Picture Producers and Distributors of America, Inc.—Will Hays, President

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Prize Winners in First Natio

In the opinion of the judges, Mi
Picture Digest, Mr. Ray O'Conno
and C. J. Appel, Canadian Publici
of $50.00

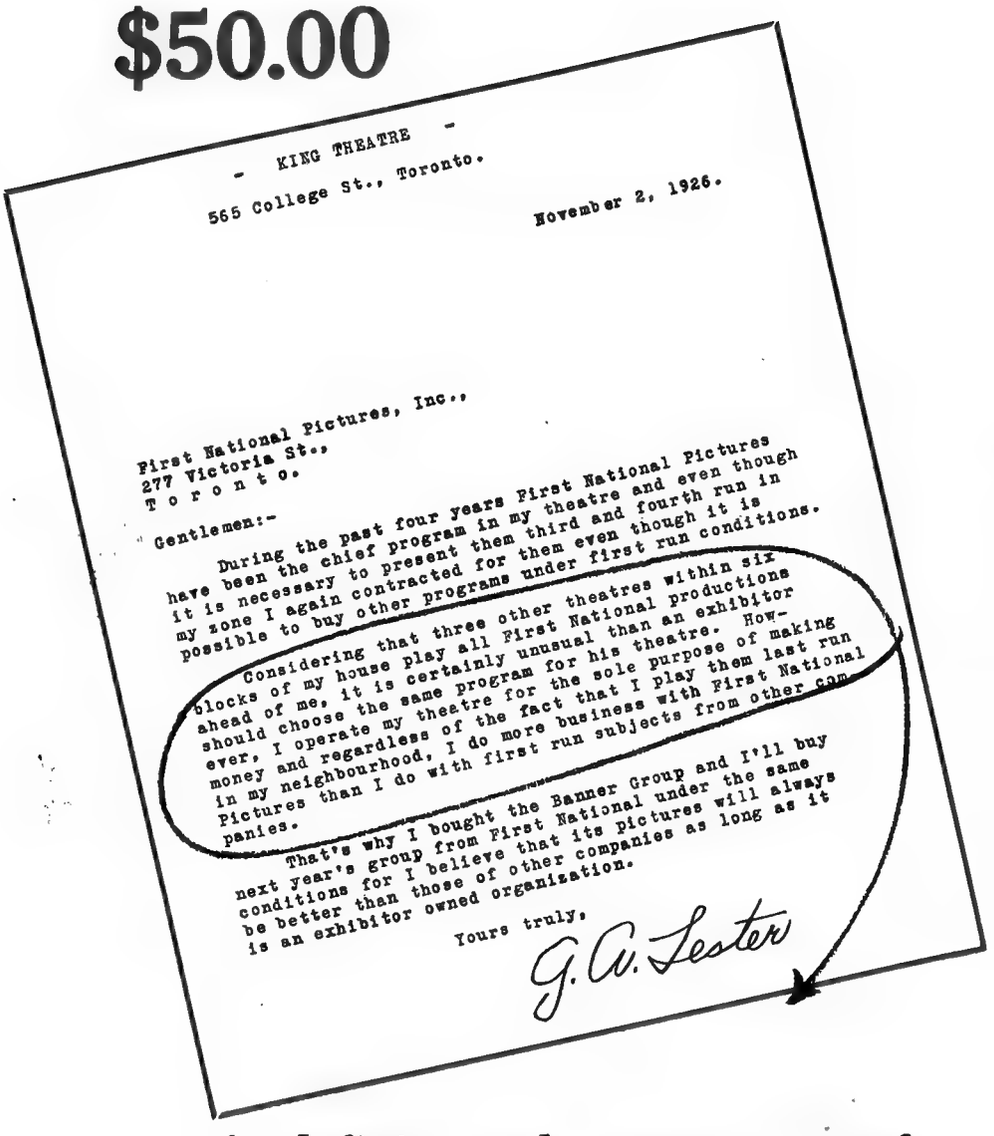
Mr. GEORG
King Theatr

and 2nd pri

Mr. R. I
Roseland Theatr

First National extends heart
and thanks all those exhibito
success to the contest - - Letter
Canada give testimony of th
National pictures and the
of th

First Prize
$50.00



- KING THEATRE -
565 College St., Toronto.

November 2, 1926.

First National Pictures, Inc.,
277 Victoria St.,
T o r o n t o.

Gentlemen:-

During the past four years First National Pictures have been the chief program in my theatre and even though it is necessary to present them third and fourth run in my zone I again contracted for them even though it is possible to buy other programs under first run conditions.

Considering that three other theatres within six blocks of my house play all First National productions ahead of me, it is certainly unusual than an exhibitor should choose the same program for his theatre. However, I operate my theatre for the sole purpose of making money and regardless of the fact that I play them last run in my neighbourhood, I do more business with First National Pictures than I do with first run subjects from other companies.

That's why I bought the Banner Group and I'll buy next year's group from First National under the same conditions for I believe that its pictures will always be better than those of other companies as long as it is an exhibitor owned organization.

Yours truly,

G. A. Lester

A definite and concrete proof that First National Pictures are the public's choice

FIRST NATIONAL PICTURES

SHOWMAN PROOF THAT

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...l's Banner Group Letter Contest

...y Lewis, Editor Canadian Moving
...anager, Prince of Wales Theatre
...irector of First National, 1st prize
...warded to

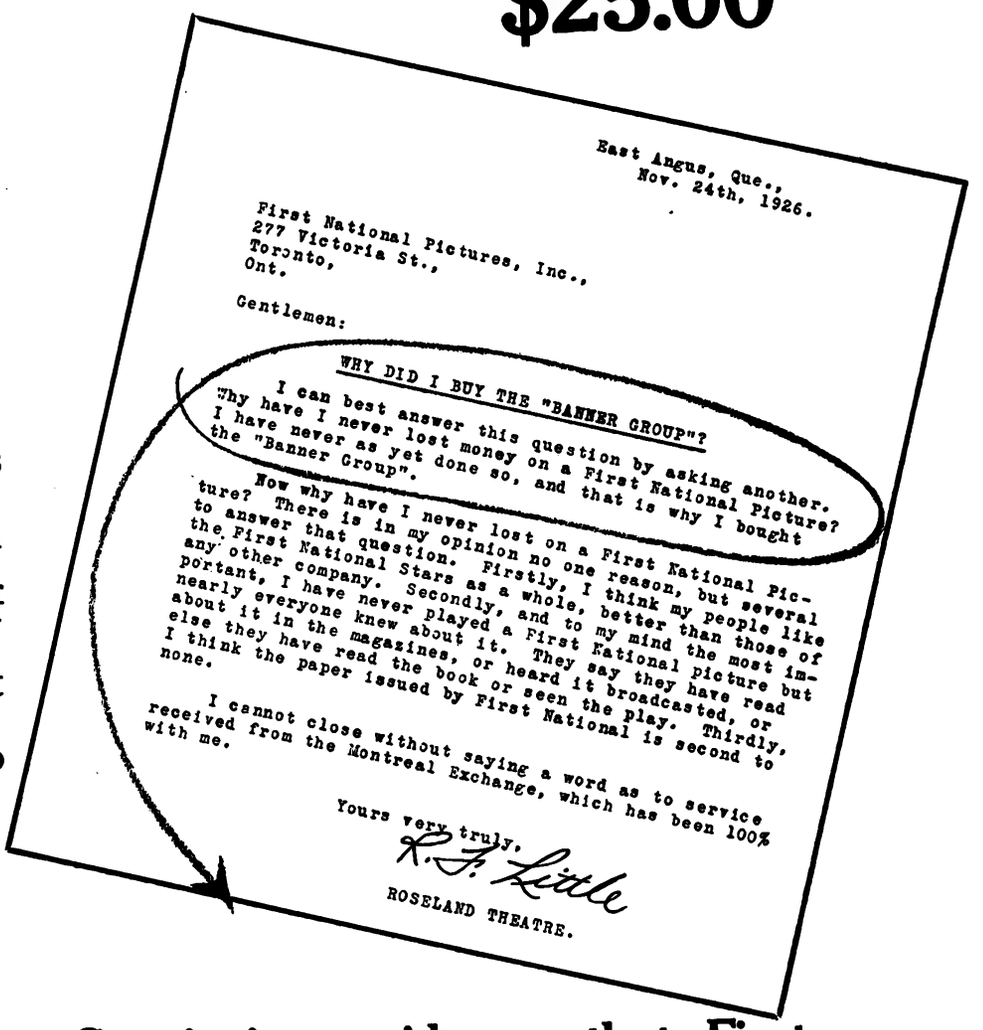
...STER
...oronto

... $25.00 to

...TTLE
...ast Angus, Que.

...ngratulations to the winners ...hose letters gave interest and ...eceived from all parts of ...rofit making qualities of First ...ight to claim the leadership ...ndustry.

Second Prize
$25.00



East Angus, Que.,
Nov. 24th, 1926.

First National Pictures, Inc.,
277 Victoria St.,
Toronto,
Ont.

Gentlemen:

WHY DID I BUY THE "BANNER GROUP"?

I can best answer this question by asking another. Why have I never lost money on a First National Picture? I have never as yet done so, and that is why I bought the "Banner Group".

Now why have I never lost on a First National Picture? There is in my opinion no one reason, but several to answer that question. Firstly, I think my people like the First National Stars as a whole, better than those of any other company. Secondly, and to my mind the most important, I have never played a First National picture but nearly everyone knew about it. They say they have read about it in the magazines, or heard it broadcasted, or else they have read the book or seen the play. Thirdly, I think the paper issued by First National is second to none.

I cannot close without saying a word as to service received from the Montreal Exchange, which has been 100% with me.

Yours very truly,
R. J. Little
ROSELAND THEATRE.

Convincing evidence that First National Pictures are the exhibitors' best investment

FIRST NATIONAL IS *FIRST*

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how can you look them in the eye?

when they see these First National Star-Hits playing down the street and ask you why YOU didn't book them..... AREN'T YOU ASHAMED ?

Hundreds are booking them solid for FIRST NATIONAL MONTH
January 1927

Cleanin Up!

MILTON SIL
in The Silent Love

KEN MAYNA
in The Unknown Cav

THE BLONI SAINT
with Lewis Stone and Doris Kenyo

LADIES AT PL
with Doris Kenyo and Lloyd Hughe

MIDNIGHT LOVERS
with Anna Q. Nilsse and Lewis Stone

Coming

COLLEEN MOO
in Twinkletoes

JOHNNY HIN
in Stepping Along

RICHARD BARTHELMES
in The White Black She

JUST ANOTH BLONDE
with Dorothy Macka and Jack Mulhall

First National Pictures

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GEORGE A. LESTER

George A. Lester, winner of the $50.00 first prize in First National's Banner Group Letter Contest, started in the exhibition field in Toronto in 1914, opening the Royal Theatre and on his first Saturday night opening took in $8.64. During the first evening's performance it was necessary for George to request some of his more or less exuberant Italian friends for less enthusiasm and after the performance, said playmates waited to congratulate George and did it so thoroughly that our future exhibitor was confined to his bed for ten days.

Mr. Lester remembers the days of $30 complete weekly service and recollects clearly an experience of trying to get a three-reel special thrown in the weekly regular service. The reply of the exchange manager started George on a mad dash for the stairway and, in his haste to get out, he succeeded in making the descent in two tumbles and a roll.

After operating the Royal Theatre for seven years, Mr. Lester opened the King Theatre in 1921, and expects to be definitely established there. Mr. Lester is honored among exhibitors and exchange men alike for his square deal methods and his friends in Toronto film circles are legion.

Mr. Roy O'Connor,
Manager, Prince of Wales Theatre,
Toronto, Ont.

Dear Mr. O'Connor:—

On behalf of First National I wish to express to you my sincere thanks for the co-operation you have given us by acting as one of the judges in our recent Banner Group letter contest. I am sure that all the exhibitors who entered the contest will be quite satisfied with the judges' selection of the winners. The winning letters will appear in the Christmas issue of "The Digest."

Thanking you again, and wishing you the Compliments of the Season, I am

Yours very sincerely,
(Sgd.) C. J. APPEL
Canadian Publicity Director.

CJA/RH

George Lester Captures First National Prize

R. F. Little of Roseland, East Angus, Que., Gets Second.

The first prize which First National offered of $50.00 in gold for the best letter written by an exhibitor explaining why he purchased the Banner Group was won by George Lester of the King Theatre, Toronto.

In reading through Mr. Lester's letter one was impressed by his sincerity, he wrote as he felt; and the very fact that he played First National after the other exhibitors in his zone played the same Trade Mark is proof sufficient that his letter was not written merely to capture a prize, but that his actions spoke even more emphatically as an argument than his letter; and back up his letter's message.

Mr. R. F. Little was also explicit; and gave his reasons in a clear, showmanship manner, covering every advantage which could be obtained from a Trademark. The many letters from exhibitors were all interesting; and presented their reasons for booking in a manner which showed that they sized up a programme with a great deal of deliberation before they selected it for their theatres.

I take this opportunity of thanking First National for the opportunity which this contest gave me of sizing up the showmanship quality of the exhibitors of Canada; and I extend my congratulations to First National for the standing which they enjoy among the exhibitors, to George Lester and R. F. Little as prize winners. —Editor.

NEDSON SHEA
Popular Manager Famous Players' Uptown Theatre, Toronto.

R. F. LITTLE

The exhibitor who buys his pictures to suit his public and not to satisfy his own taste and who does not sacrifice admissions to save a few cents in rentals is the most successful showman. This is certainly true in the case of R. F. Little, successful manager of the Roseland Theatre, East Angus, Que., who credits his success during the past twelve years to that policy of theatre operation. Mr. Little won the second prize of $25.00 in First National's Banner Group Letter Contest.

Miss Ray Lewis,
Editor, "Canadian Moving Picture Digest,"
259 Spadina Avenue,
Toronto, Ont.

Dear Miss Lewis:—

On behalf of First National please accept my sincere thanks for the co-operation you have given us by acting as judge in our recent Banner Group letter contest.

Providing you can give space to this letter in a coming issue of the "Digest," I will appreciate it if you will extend to all those exhibitors who entered our contest First National's sincere thanks. We regret that there were only two prizes offered for we received many very fine letters which were worthy of reward.

To Mr. George Lester of the King Theatre, Toronto, and Mr. R. F. Little of the Roseland Theatre, East Angus, Que., we offer our hearty congratulations and hope that the cash prizes they receive will help to make a merry Christmas.

Yours very sincerely,
(Sgd.) C. J. APPEL
Canadian Publicity Director.

CJA/RH

M. H. HOFFMAN

(Continued from Page 42)

several years.

The Tiffany Productions were started in 1920 with Mae Murray as their star and distribution through Metro. In 1922, Mr. Hoffman made plans to place Tiffany on the market under its own trademark, the success of this endeavor time has already proven.

Mr. Hoffman is rapidly building up a national organization of importance in the motion picture Industry. Perhaps in summing up this brief biography we might say of him, that he was never known to do an unkindly act, nor has he ever failed to live up to the ideal he has always had before him, "My word is my bond, and it is in my word that I am most interested; that the promises I make shall be fulfilled according to their promise. Such an ambition spurs one continually on and makes Eternal Vigilance the price of my peace."

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Canadian Progress in 1926

By JOHN A. COOPER

CANADA'S MOTION PICTURE business has undoubtedly made considerable progress in the present year. As there is no motion picture production, outside of governmental activities, this advance has been entirely in distribution and exhibition.

In regard to exhibition I am not in a position to speak as one having authority, but nevertheless my opinions on the subject are fairly clear and precise. There has been a steady improvement in the relations between exhibitors and distributors and a decided enlargement of the interest taken by exhibitors in the general problems which concern the Industry. To my mind that is a distinct proof that the Canadian exhibitors are better exhibitors to-day than they were a year ago.

May I quote the meeting of exhibitors in Toronto on September 2nd as an evidence of this improved condition. I understand that this was the first time the exhibitors from all over the Province ever met together with a common purpose irrespective of their affiliations. The man with one small country theatre took the same interest in what was going on as the man who controlled one, two, three or twenty-five theatres. The decisions arrived at were reached unanimously and there were no critical phrases at any time during the meeting. The same spirit is evident in all the other provinces and fortunately is not confined to the province of Ontario.

In another respect the exhibitor today is showing a business perspicacity and a business poise which is quite different from that which existed three years ago. He contracts for fewer pictures; he cannot be stampeded into signing a lot of contracts by the plea that somebody else will get ahead of him if he hesitates. He knows his market better than he did and he knows that his profits at the end of the year will depend upon the judgment which he shows during fifty-two individual weeks. That is what might be termed poise.

In still another respect the exhibitor has shown progress. He realizes that the new Standard Exhibition Contract which came into force in Canada on July 1st, 1925, is a better contract than he has ever had before. The principle of arbitration is one of the improvements and he has accepted this principle as a reasonable safeguard against legal complications. Through arbitration he has been able to make an appeal to the principles of justice and fairness. The fact that he can always make such an appeal has given him a vantage ground in dealing with disputes, the value of which he has been quick to recognize.

As to the distributors, I am convinced that they have also made considerable progress. The travelling salesman of today is a better salesman than he was a year ago and much better than he was five years ago. He does not rush his customer into signing contracts which neither of them expects to be fully respected. He is taking more pains to give his customer the class of picture which is most suited to that customer's needs, and thus to help the Exhibitor get the maximum benefit from the material which he uses. The old practice of making promises to the exhibitor which do not appear in the contract has vanished. Part of this is due to the fact that the salesman now gets credit in his office not for pictures sold, but for pictures played. While that is true, considerable credit also must be given to the salesman for having lifted himself and his calling on to a higher plane.

Finally the Motion Picture Industry stands higher in the estimation of the press, the public and the authorities than it has ever stood before. Both the educational and the entertainment value of motion pictures are more clearly recognized today than at any previous period. The improvement in the pictures themselves has had something to do with that, no doubt, but the attitude of the Exhibitor and the Distributor towards the social and educational requirements of the country has also been a factor. In the process of having greater respect for themselves and their business, the motion picture people of Canada have gained in respect among those people who have the making of public opinion. For example, at one time the churches condemned motion pictures and motion picture people as enemies of the community but today one of the difficulties of the motion picture business is to prevent the churches using motion pictures in opposition to the theatres.

The progress we are all making is definite but of course much remains to be done. With a continuation of the co-operation which has been so evident in 1926, just as great progress may be achieved in 1927.

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The Merriest Kind of a Christmas

and a Year Bountiful with Prosperity

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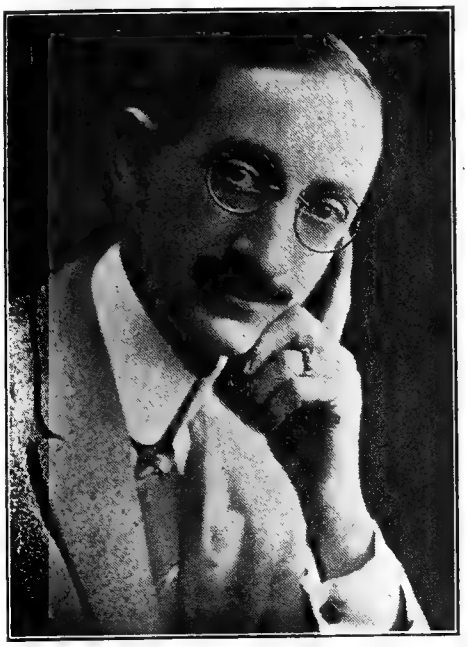

JOE BRANDT
President, Columbia Pictures Corporation

THE POLICIES of a corporation reflect the character of the persons who direct it. Columbia has become identified in the industry with "straight shooting." Joe Brandt, president — Jack Cohn, treasurer; the names, monesyllabic and direct, bristle with activity. To a Canadian, the name Joe Brandt further conjures up the majestic figure of the Iroquois loyalist, who so largely shaped the destinies of Upper Canada.

But Joe Brandt is no Indian, even though he be a "straight shooter." He and Jack Cohn, and Harry Cohn,

JACK COHN
Treasurer, Columbia Pictures Corporation

Jack's brother — the third of the triumvirate that constitute Columbia Pictures — were born in New York City, where Joe took an LL.B. at New York University.

Boyhood chums, Joe and Jack were associates in the Ben Hampton Advertising Agency. From advertising they passed by easy transition into the motion picture business, entering through the portals of Carl Laemmle's IMP Company in 1911. Upon the passing of the old Motion Picture Sales Company, they followed Laemmle into the Universal, which Joe helped organize. His legal and advertising training here found its metier. Joe had a finger in every Universal pie. He established the publicity, advertising and poster departments; founded the Universal Weekly (house organ); put Universal product over with nifty fancies at the conventions and trade conferences. Here he met everybody of consequence in the industry, and made hosts of warm friends both in America and Europe. He watched legislation, helped organize the exchange system, and between times wrote some of Universal's most successful serials. In the eleven years that he served Universal, Joe Brandt probed every branch of the business, occupying the position of general manager at the time he left to conduct his own business in association with Jack and Harry Cohn.

While Joe was thus occupied, his pal Jack Cohn was studying the producing and laboratory end of the game. For six years he had charge of the editing of all of the pictures made at the Imp studio. Simultaneously he was editor and producer of the Universal Weekly (topical news film), which is now known as Hearst's International, and was primarily responsible for such big pictures as "Traffic in Souls," "Twenty Thousand Leagues Under the Sea," "Crashing Through to Berlin" and "Pershing's Arrival in France." His advertising training qualifies him to gauge the exploitation angles to a nicety while the picture is in production.

Meanwhile, Harry Cohn, who had studied the exhibition side of the amusement game in its various phases -- vaudeville, drama and pictures — joined the production end of the Universal, ultimately leaving the Laemmle banner to participate in his own enterprises.

In 1920, Joe, Jack and Harry felt that the time had come to cash in for themselves on their many-sided experiences. Under the name of C. B. C. (Cohn-Brandt-Cohn), in a modest way they began the production of Hallroom Comedies and Screen Snapshots. These pictures were distributed on a franchise basis throughout the world, and made an immediate appeal to the public.

Reinvesting its profits in the business, increasing its experience and consolidating its gains, C. B. C. was finally in a position to attempt the feature length picture in 1923. In that year and the season following, it offered 10 pictures, numbering among them Harry Cohn's productions, "Temptation," "Yesterday's Wife" and "The Marriage Market." It also continued with Screen Snapshots, which continues to be one of its most popular offerings.

In 1925 C. B. C. merged its identity in the newly organized Columbia Pictures Corporation, financed and controlled by Joe Brandt and Jack and Harry Cohn, the latter being vice-president and general manager of production. A program of 16 features, including Harry Cohn's "One Glorious Night" and "The Midnight Express," was offered. Its popularity grew by leaps and bounds. In 1926, a program of 18 releases was offered, which has been increased to 24 features a year in addition to Screen Snapshots in the schedule for 1926-1927.

HARRY COHN
Vice-President and General Manager of Productions.

Columbia's policy of "Showmen pictures to showmen" came at the psychological moment when the exhibitor had become fed up on taking the greater part of the gamble on pictures. This has identified Columbia

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A Message from J. C. Brady

J. C. Brady, president of the Motion Picture Theatre Owners of Canada (Ont. Division), and owner of the Madison Theatre, Bloor St., Toronto, on being requested for a Christmas message to the Industry states, "In this day of the merger of all interests, the formation of Combines, involving grocery stores, merchandising, manufacture, industry and finance, the combine of little interests into bigger interests; and the bigger interests into vast enterprises, I see only one unit of one Industry unorganized. I refer to the Exhibitors of the Motion Picture Industry.

"It is with this unit my interests lie, it is in this unit I am predominantly interested. It is for the organization of this unit I strive, for I realize today as I did in 1913, that the accomplishment and power of this Industry rests in the Screen of the Exhibitors in relationship to its contact with the world at large."

LARRY SEMON

Mack Sennett's director, playing Santa for his comedians appearing in Pathe Comedies.

JESSE L. LASKY

(Continued from Page 29)

extremely popular form of amusement. The continental music halls were immensely successful and Jesse Lasky decided that if they were so popular there they ought to be equally so in America.

THE WONDERFUL FOLIES BERGERE

"We introduced New York to the word 'cabaret'" says Mr. Lasky, "a word that has since become very common through usage. And we built the 'Folies Bergere'." The theatre, one of the handsomest in the city, was on 46th Street near Broadway. It can be seen today — with no alterations beyond the changed name, for it is now the Fulton Theatre. But at that time, a great electric sign proclaimed the Folies Bergere. It was termed "more Parisian than Paris" and it was. On Monday, April 24th, 1911, the doors were opened after months of preparation upon a sumptuous theatre and a most elaborate spectacle, embodying revues and ballets and European novelties produced in the most beautiful manner possible. It was an innovation and nothing like it had ever been seen in Manhattan. The lower floor was devoted to tables and chairs; the upper floors had regular seats. There was an intermission at eleven and then a new audience was admitted for the cabaret.

Incidentally, in Mr. Lasky's Hollywood home hangs framed the first dollar taken in at the box office.

The admission was $2.50 — outside the Metropolitan Opera House, the highest then obtainable. It was prophesied this high admission would kill the theatre but it did not. Other things, however, contributed to its failure.

Harris and Lasky dissolved partnership. The latter was again absolutely 'broke' — Mr. Harris lost a large sum — and the Folies Bergere went out as it came in — in a blaze of glory.

With the idea of California in his mind, came the inspiration to write an operetta with the name of the beloved state as the title and dealing with the old Mission days and the Indians and padres. He had the theme but wanted someone to help on the actual writing and so he went to see Mrs. H. C. DeMille, who then conducted the largest dramatic agency in the city.

HE MEETS CECIL B. DE MILLE

Mrs. DeMille was sorry but William DeMille, her elder son, who Mr. Lasky wanted to work on his operetta, was busy upon a play called

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J. FRANK MEYERS

Entered the industry in 1904 as exhibitor, operating theatres in Western Ontario, continuing same until the spring of 1917, at which time started as salesman out of Toronto Branch with V.L.S.E., remaining in that position until 1920. Transferred to Montreal in the capacity of Branch Manager, remaining there for three years, at the end of which time returned to Toronto as Manager

BARNEY MURPHY

Associated with Fred Taylor in management of Ideal Theatre, Toronto, 1915-17. Booker with Fox, Toronto, 1918-19, Assistant Manager 1920-22. Assistant Manager for First National, Toronto, 1922-23, Branch Manager 1923-25. Joined Greater F.B.O. June, 1926.

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The Canadian Theatre Electrical Supplies Ltd.

B. HARRIS, *General Manager.*

There was recently organized in Toronto, at 61 Albert Street, the Canadian Theatre and Electrical Supplies, Ltd., which is Canada's first and only complete theatre outfitters. The Company is composed chiefly of former employees of Famous Players Canadian Corporation. Mr. B. Harris, formerly purchasing agent for Famous Players Canadian Corporation, is the General Manager. Mr. C. Dentelbeck, formerly chief projectionist for Famous Players Canadian Corporation, is in charge of the Projection Department. Mr. Wm. Dineen, formerly head electrician and stage equipment supervisor for Famous Players, is in charge of similar departments in the new company, and Mr. W. D. Thomas, who was the general maintenance man for Famous Players, has charge of the Maintenance Department of the Canadian Theatre and Electrical Supplies, Ltd. Mr. Ben Whitham is also actively connected with the company.

The Company is in position to equip a theatre complete, being able to furnish all articles with the exception of the four walls of the building.

The Canadian Theatre and Electrical Supplies, Limited, are distributors for Simplex Moving Picture machines, Hertner Transverters, Da-lite gold fibre screens, Ross Projecting Lenses, in fact, every item needed for the projection booth. No order is too large for this Company to handle and no order is too small to receive immediate and expert attention.

The Company prides itself on its service department. As will be noted from the above, each department is in charge of an expert in his particular line, and these experts are ready and willing at all times to go into any problems the theatre managers may have, advise with him, and furnish expert advice without any obligation on the part of those submitting problems.

UKRAINIANS TO HAVE THEIR OWN THEATRE

A permit for the erection of a theatre near Bathurst and Dundas St., was granted to the Ukrainian Society, 473 Queen St. West, Toronto.

The theatre will combine a dance hall, the structive to cost $59,000.

The inspiration is to take care of 8,000 Ukrainians living in Toronto, providing for these a social and recreational centre where native plays will be produced and the folk songs and dances revivified.

JESSE L. LASKY

(Continued from Page 56)

"Strongheart." Also he was associated with David Belasco on a lot of things. However, she said, her younger son, Cecil, was not so busy and might be glad to talk it over.

Mr. Lasky was dubious. He didn't know Cecil at all. He did know William slightly and by reputation. What had the former done? Seemingly he also was a sort of protege of Belasco's, however, and so Jesse L. Lasky decided to talk with him any way. The meeting was arranged. Mr. Lasky confesses he was not at first impressed but after a chat began to feel something of the personal charm of Cecil B. DeMille and this grew rapidly into genuine liking, which seemed to be mutual. Cecil said the idea of the operetta was great and agreed to start work on it. The terms were $100 for advance royalty and $25 a week during the life of the act — if it had a life!

In ten days the piece was ready and read wonderfully well. They staged it together and succeeded in booking it. It cleared a very handsome sum and the two became fast friends — "pals," as Mr. Lasky expresses it. They had many tastes in common, were congenial and both enthusiastic and indefatigable workers.

THE BEGINNING OF A LIFE-LONG FRIENDSHIP

Thus was a lifelong friendship begun. Together they wrote and produced "In the Barracks," which introduced a famous Viennese tenor; "The Antique Shop" and "The Little Parisienne," for which latter they brought over a popular French soubrette. Again fortune smiled and success came rapidly to the two young men.

They took vacations together, when time permitted and as both had a veritable passion for exploring they sought new country to unknown reaches of the North Woods and the wilds of Canada They were lost together in the wilderness, had many adventures and some narrow escapes from wild game; they slept, cooked and worked side by side, thus cementing a friendship that was destined to last throughout their future lives.

THE COMING OF THE FILMS

Now came the big turning point in Mr. Lasky's career. The motion picture business loomed on the horizon and like the boom in vaudeville gave promise of a tremendous future.

One day there came to Mr. Lasky the representative of a picture concern who explained that he expected to reach the same class of audiences that attended vaudeville shows.

"Therefore," he said, "your name, which is prominent in vaudeville, should have great value in the picture business. I will give you ten thousand dollars for the use of your name."

It was an appealing offer yet, Mr. Lasky reflected, if it were worth that much to an outsider, why should his name not be worth a great deal more to himself? He decided to refuse the offer and investigate the film business. During this time, he went to see the first long picture he had witnessed — it happened to be James K. Hackett in "The Prisoner of Zenda" — a Famous Players photoplay and on the screen he observed the name of Adolph Zukor — which did not mean anything to him then. This was a Charles Frohman production and the linking of this name impressed Mr. Lasky considerably, no doubt. But he wasn't over enthusiastic concerning the picture itself. However, he believed he saw some real possibilities and sent for Cecil DeMille.

Now it was characteristic of Cecil B. DeMille — and is today — that when anyone placed a proposition before him that appeared to have possibilities, no matter what the risks or potential difficulties he usually answered laconically.

Of course neither of them knew anything about the picture business — no more than they did about the moon or the canals of Mars, probably. But that did not deter them. They discussed the matter with Samuel Goldfish, who was a keen business man, and they decided to form a corporation known as the Jesse L. Lasky Feature Play company, finance it and have sole ownership. This much done they began casting about for a vehicle and a star.

At the Lambs Club they met Dustin Farnum, the well known actor, and proposed that he become the star of the newly organized film company.

"We'll give you a quarter interest in the company," they told Mr. Farnum, "if you'll go in with us on this enterprise."

"You're on," said the actor, but later he rescinded his former agreement and accepted five thousand in cash instead. Had he adhered to the original decision he would have been made wealthy. But of course, he, nor anyone else, could foretell the great future in store for motion pictures, nor how the genius of Jesse L. Lasky and Cecil B. DeMille would make their progress in the industry rapid and successful.

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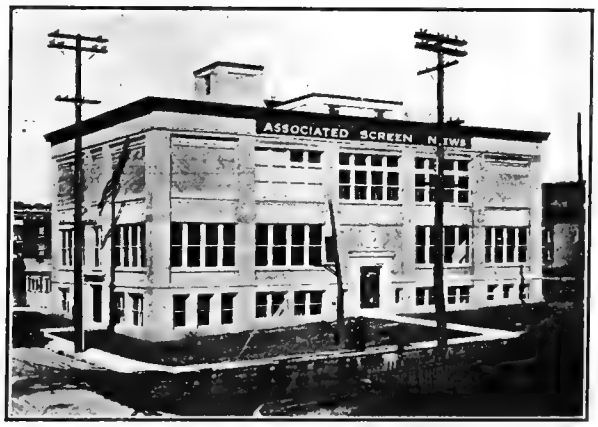

Putting Canada on the Screen

An idea, in six busy years, has grown into the outstanding Canadian film institution. The functions and the success of the Associated Screen News, Ltd., are excusively Canadian.

Every theatre screen in Canada, and others the world over, daily show the products of this concern, carrying the name and fame of the Dominion.

The productions of the Associated Screen News, Ltd., include adventure and scenic pictures, industrial screen tales of prospering Canada, and a newsreel presenting the world's affairs in pictures.

Canadian theatres get from our studios and laboratories the special slides, trailers and announcement films which bedeck their presentations.

The great producing concerns get the prints of their feature dramas for Canadian distribution from the laboratories of the Associated Screen News, Ltd.

And in still photographs, as well as in motion pictures, the Associated Screen News, Ltd. is at the service of Canada, its editors, authors, advertisers, merchandisers and manufacturers.

If the camera can do it the Associated Screen News does it well.

ASSOCIATED SCREEN NEWS LTD.

B. E. NORRISH
Managing Director

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THE ONE fundamental object of motion pictures which supersedes all others is the entertainment of the masses. Earle W. Hammons, president of Educational Film Exchanges, Inc., realizes the importance of this, and that this should be the objective of every item on the program — from the shortest subjects to the longest super-feature productions.

Production and distribution of the finest entertainment in one and two-reel form has taken up all his efforts during the decade he has been in the motion picture business. Born in Winona, Miss., in 1882, Mr. Hammons received his education in the schools of Fort Smith, Ark., Dallas, Texas, and New York City. Eager to enter the business world, he secured the position of secretary to the customs agent of the Mexican National Railways at Neuvo Laredo, Mexico, when he was only 20 years old. It was only two years later that he was appointed secretary to the building commissioner of the New York fire department in Brooklyn.

In 1903, he became private secretary to E. L. Ranlett of Marshall, Spader & Co., New York stock brokers. He was placed in charge of the customers' room, and remained with the firm until 1907. After his initial venture into the real estate business with Dean Alvoird & Co., he became manager of the Woodmere Realty Co. In 1910, he went with the United States & Mexican Trust company as manager of the real estate department. In this capacity, he organized several building and developing companies, one of the outstanding developments being Howard Beach on Jamaica Bay.

EARLE W. HAMMONS
President, Educational Film Exchanges, Inc.

After a brief period of experimentation with short films of strictly educational nature, he launched a campaign to release short comedy and novelty pictures through a national distributing organization. When he found that American capital in New York City could not be interested, Mr. Hammons went to England, where he conferred with executives of the great Hudson's Bay Company. He received the financial backing he was seeking, with the result that a national system of Educational Film Exchanges, with 36 offices in the United States and Canada, was formed. The success of this organization is now a recognized fact in the motion picture industry.

BRUNO WAYERS
Vice-President of Educational

A. S. KIRKPATRICK, assistant general manager of Educational Film Exchanges, Inc., entered the motion picture industry in the producing department. After a remarkably successful career as an industrial and construction engineer in Chicago and

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A. S. KIRKPATRICK
Assistant General Manager, Educational

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Associated Screen News Ltd. All Canadian Enterprise

THE ASSOCIATED SCREEN NEWS, LTD., whch has just announced the completion of its new studios and laboratories in Montreal, has given Canada its first technological plant equipped for the service of a national industry in modern terms.

The new establishment in Montreal, representing an investment of approximately a quarter of a million dollars, is a substantial testimonial, in brick, mortar, real estate and machinery to the stability and substance of the screen interests of Canada.

The Associated Screen News, Ltd., is largely the work of one man, B. E. Norrish, its managing director, who began his interest in film affairs, as an outgrowth of his engineering and technical service to Canada in the Department of the Interior at Ottawa.

Mr. Norrish was graduated from Queens University in 1908 and two years later, after various engineering activities, entered the government service. In 1917 he was made superintendent in charge of the organization and direction of the work of the Exhibits and Publicity Bureau of the Department of Trade and Commerce, which involved many motion picture activities.

Under Mr. Norrish's administration Canada was extensively exploited on the screens of the world. In consequence of the effectiveness of this

(Continued on Page 61)

B. E. NORRISH

Managing Director, Associated Screen News, Ltd.

Canadian Theatre and Electrical Supplies Ltd.

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Drop Curtains
Asbestos Curtains
Cycloramas

All Kinds of Theatre Alterations
Theatre Chairs
Complete Maintenance and Repair Dept.

We Rent Projection and Lighting and Stage Equipment for Professional and Amateur Use.

All Kinds of Repair Work Done on Short Notice.

Each of our departments is in charge of an expert, who will be glad to advise with you on any of your problems. This service can be had for the asking.

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ASSOCIATED SCREEN NEWS

(Continued from Page 60)

work he found a larger opportunity in the founding of the enterprise which he now directs. The concern began in June, 1920, under the name of the Associated Screen News of Canada and experienced a rapid growth both in the volume and variety of its activities, in the service of Canadian screens, Canadian industries and the theatres and distributors of motion pictures.

A large camera staff and laboratory organization has been built up and trained in the exacting technique of motion picture work, with a result that the output of the Canadian concern is on a quality level with the best work of the major concerns in the United States and abroad, as is demonstrated by the fact that practically all of the principal motion picture producers of the United States are now getting their feature prints for Canadian distribution from the Montreal laboratories of the Associated Screen News.

Meanwhile, engaged in the production of adventure, scenic and industrial pictures, A. S. N. camera men are covering Canada and cruising the world, constantly adding to the extensive library of Canadian and travel negatives which Mr. Norrish has built up.

Incidental to the motion picture activities of the concern a large business in still photography, ranging from portrait work to industrial assignments, and in theatre slides and trailers has been built up.

The Associated Screen News produces the Canadian edition of Pathe News, and is the camera correspondent of the news-reels of the United States and Europe. This concern also supplies camera service to motion picture producers on Canadian locations, contributing to the photography of many productions with settings north of the international boundary.

Several camera expeditions of the Associated Screen News have reached into the Orient, the West Indies and the Mediterranean regions, and just now for the second time an A.S.N. camera staff is circling the globe on a round-the-world cruise, making motion and still pictures.

COLVIN W. BROWN
Foreign Manager, F. B. O.

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COL. W. F. CLARKE, President of Cranfield and Clarke, who is now in Toronto, completing the formation of a Company to be known as "British Empire Films of Canada, Limited."

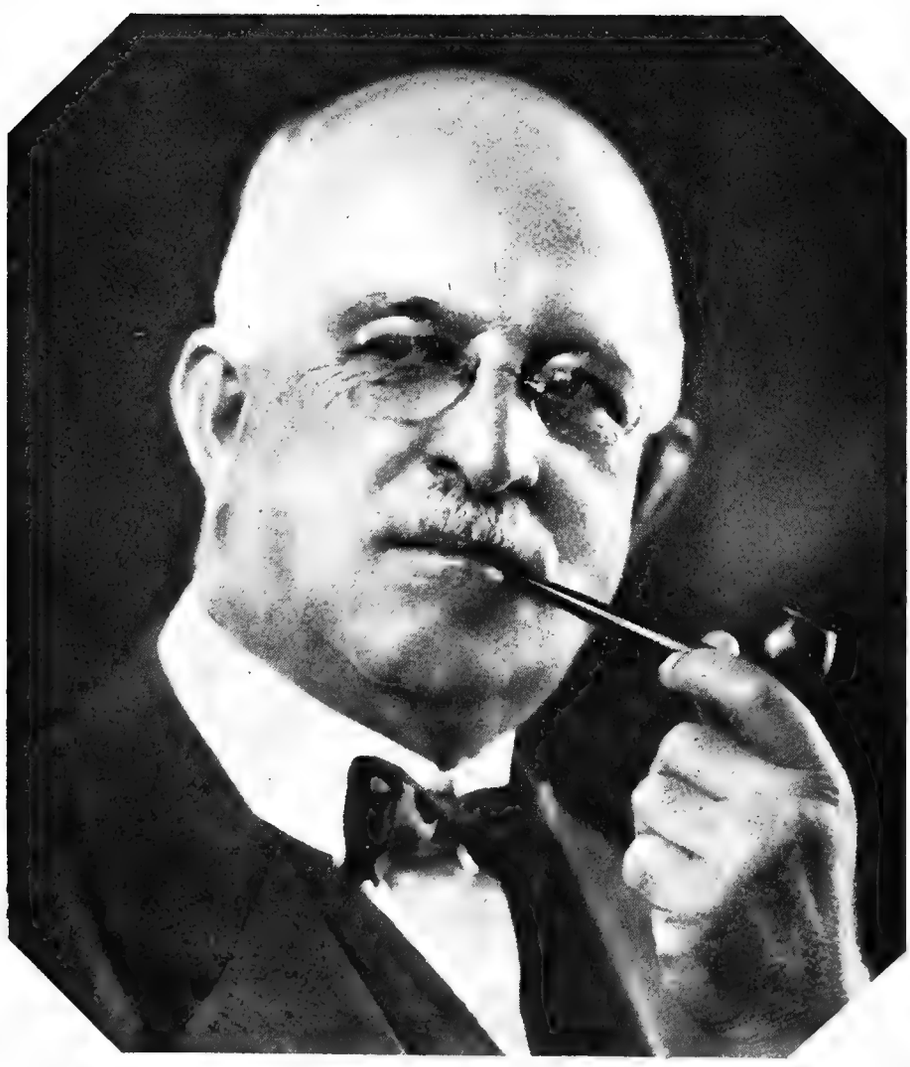
This Company will be one of four which will form a British Empire Producing group. The English and Australian Companies are already in process of formation and the Indian Company expects to get under way early in the new year.

With regard to the Canadian Company, Clarke states that he has already lined up some of the best brains in the moving picture Industry to enable him to produce pictures that will be second to none. The old bogey that pictures produced in any country other than the United States cannot get a showing in America is completely washed out as it has recently been proved that independent pictures are now showing in all the leading theatres, not only in the United States and Canada, but throughout the world.

W. F. Clarke proposes to make a series of feature pictures also a number of short subjects. The features will have, for a background, Canadian life, scenery and British interests generally. They will also be British stories that will carry British ideals so that when they are shown in any part of the British Empire they will tend to raise the prestige of the Britishers.

The trade of a country is so interlocked with the movie film that every picture made is an advertisement for the country of its origin. W. F. Clarke states that, in making the first serious effort to produce pictures in Canada, he will create a new era in Canadian industrial life for, after all, bringing the moving picture production to Canada means the commencing of a new industry which ranks about the fourth largest in the United States and is recognized as such by

(Continued on Page 63)



G. F. EATON

Chairman Board of Directors, British National Pictures Ltd.

COLUMBIA PICTURES

"Showmen Pictures to Showmen"

(Continued from Page 55)

with many sure-fire hits, and has caused its features to be booked in some of the largest first-run houses in North America.

To consolidate these gains and reach out for future business, last summer Columbia acquired one of the largest and best equipped studios in Hollywood. It embodies the last word in every device required for film production. The West Coast studios and laboratories are under the personal control of Harry Cohn. His executive staff comprises men who have won conspicuous success in the film business. Julius Bernheim, business manager, is a nephew of Carl Laemmle, and learned the business in Uncle Carl's Universal. Harry Caulfield, supervisor, also had Universal training and managed the affairs of Charlie Chaplin during his rise to fame. Casting Director Harvey Clermont is also a pupil of Universal. Upon him devolves the choice of types that make Columbia Pictures distinctive box office magnets.

In the executive office in New York, Joe Brandt and Jack Cohn have surrounded themselves with a strong organization, for the larger part composed of former associates. Claude H. Macgowan, assistant treasurer and special representative, was formerly comptroller of Universal Pictures Corporation. H. J. Muller, comptroller, occupied an important fiscal position with Selznick. George U. Stevenson, director of publicity, had his early training as a newspaperman. He was publicity manager of the Universal in New York and the Trans-Atlantic in London, England. Later, he was manager of Universal's educational department.

To further its policy of keeping faith with the exhibitor, Columbia is making a closer union of its production and distribution forces, so that it can watch its product all the way through, from the time the story is cast to its showing on the screen. To that end it has taken over its own exchanges in Canada. Its Dominion activities are trademarked in Columbia Pictures Corporation of Canada, Ltd., of which organization Louis Rosenfeld is general manager. His headquarters are at 21 Wilton Square, Toronto. Jules Levine is Montreal manager, and H. S. Bernstein manager of the Maritime Provinces from St. John, N. B.

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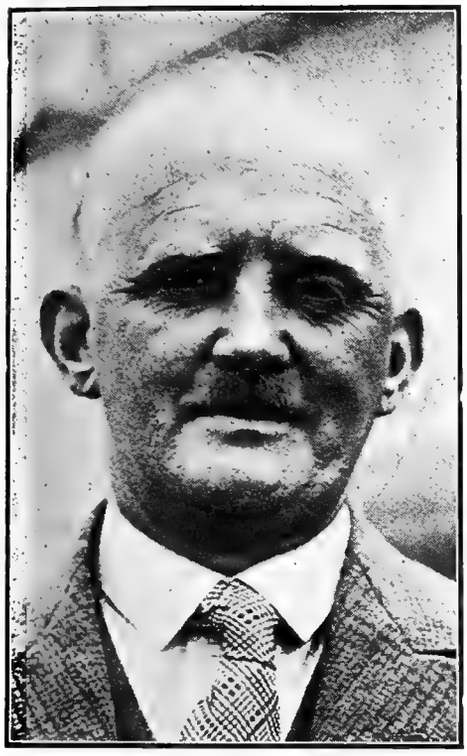

COL. W. F. CLARKE

(Continued from Page 62)

Banks and Wall Street. As pictures are produced in New York, they can also be produced in Canada as the climatic conditions are similar.

W. F. Clarke states that production will be commencing the early part of the new year at the Trenton Studio, for which a number of well known artists, with a leading director, have been tentatively engaged.

This movement on the part of the British producers, Colonel Clarke states, is not intended to be antagonistic to the American moving picture Industry. It is merely an indication that the British Empire is going to take its rightful place in the world as producers of films and he is of the opinion that Americans, instead of being against such a movement, will give their hearty co-operation as has been indicated by the many letters received by him from various leaders of the Industry.

The English Company have already lined up a large number of the most prominent authors, which will ensure the new Canadian Company getting a choice of all that is best in literature.

Mr. William Brotherhood, the Production Manager of Cranfield and Clarke, Inc., of New York, is at present in Toronto on his way to Trenton, to make preparation for the forthcoming production of Cranfield and Clarke and the proposed new British Company. Mr. Brotherhood's trip will be in the nature of a clearing the decks for action. He has brought with him all the plans for erection of sets for the coming production.

P. C. TAYLOR

Started his film career in 1916 with Universal Pictures Corp., and represented that company until 1924, as a Salesman, then Branch Manager, and later as Canadian Sales Manager. Has been General Manager of Film Booking Offices of Canada since April, 1924, during which period the business of that company has increased by more than 300 per cent. Born London, Ont., in 1883.

CHARLES F. MAVETY

Chas. F. Mavety was born in Prince Albert, Sask., in which town his father was the Editor of the Prince Albert Times.

His entry in motion pictures began as a Motion Picture Operator, in which capacity he served for eight years, later becoming manager of the Brighton Theatre, Toronto, Ont.

In 1919, Mr. Charles F. resigned his managerial position to introduce the Mavety Film Delivery Service, starting with one truck and one car, until now the Mavety utilize five trucks for their service and handle the delivery of films to and from the exchange to the theatres, for shipment, in addition to the delivery of theatrical effects and accessories.

Mr. Mavety has built up his enterprise on the excellence of his service, the exchanges and theatres having learned to depend on the Mavety Film Delivery to execute their orders on schedule time, and in safety.

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EDUCATIONAL

(Continued from Page 59)

New York, Mr. Kirkpatrick carried his wide experience in this business into the movie studio, where his efforts met with instant success. Entering the business while it was much younger than it is now, his work as production manager won for him, one promotion after another.

Mr. Kirkpatrick's first experience with the motion picture business was as production manager for the Colorado Motion Picture Company, of Denver, back in 1914. After his venture with this firm, he went to Metro as division manager in the west.

In 1915 he became identified with the Mutual Film Corporation of Chicago, then one of the leaders in the field. Then, in 1919, he joined the staff of Robertson-Cole.

Following his wide experience in the producing end of the pictures industry, Mr. Kirkpatrick ventured into the sales end for some time and then became general manager for Robertson-Cole. He resigned this position in 1921 to become identified with Educational. Since that time he has been Mr. Hammons' right hand man in the distribution end of Educational's big Short Features business.

BRUNO WEYERS, vice-president of Educational Film Exchanges, Inc., had an active and varied career in foreign trade before entering the film industry. His wide range of experience in foreign trade matters has left him peculiarly equipped to deal with all matters in the motion picture business pertaining to foreign countries.

Mr. Weyers has been vice-president of Educational for two and a half years. Previous to that he had been connected with the company for several years as a director.

Even as a young man he had a hand in such broad business propositions as the introduction of electric lighting and American locomotives and raw cotton into Japan. In the initial and formative work by a well-known China and Japan export concern of what was an entirely new field of transportation — opening up and managing for years the Oriental business of both the Northern Pacific and Canadian Pacific railroad companies through fleets of vessels — Mr. Weyers won his first rank as a manager.

As manager of the New York office for this concern, he controlled the New York end of an enormous contract, whereby American locomotives, cars, rail and other material were shipped to the Manchurian railroad.

During the early stages of the Great War, Mr. Weyers was called upon to take charge of the then New York office of the Hudson's Bay Company and had full direction of the enormous shipments of food stuffs, which this company sent forward to France from Canadian and United States ports during the most critical period of that struggle — the needed supplies being systematically and regularly delivered in spite of the constant sea perils of those days.

In recognition of this work, the French government decorated Mr. Weyers with the cross of the Legion of Honor.

B. F. LYONS

Appeared on the scene of motion pictures in 1914 as salesman in Brooklyn for the old Electric film exchange in New York. This was later taken over by Pathe and Mr. Lyons served as manager for the Pathe Company in Newark and Pittsburg, later going with the General Film Company as district manager in charge of exchanges west of Chicago.

When they failed, Mr. Lyons became special home office representative for Select. He came to Canada as manager for United Artists nearly five years ago; and when Warner Bros. took over Vitagraph he took charge of the Canadian exchanges, where he has remained ever since.

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BOX 7—DIGEST

T. J. MACEY

President, Macey Sign Co. Limited

Merry Christmas

Bill Reid of the Fox Film Corp. wishes all his friends in the Industry whatever they wish themselves for Christmas and 1927.

LOU METZGER

(Continued from Page 43)

He has successfully filled every job in a branch office, working in Kansas City, his birthplace, and in New York. He became special representative for "The Heart of Humanity," one of Universal's great war pictures. He was called to New York in 1920 to be a special salesman for the Stage Woman's War Relief Series put out by Universal.

Metzger attained national prominence through conception and execution of the Complete Service Contract. Since that time he has been located at the Home Office in New York City. At the end of 1925 he was made sales director for the western division. The success of his division in completing long term contracts with Balaban & Katz and other circuit bookings was largely due to his leadership. Upon the eve of his departure for Europe in June, 1926, Carl Laemmle appointed him General Sales Manager in charge of distribution.

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For Better Relations Between Exhibitor and Distributor

The officers and members of the Six Film Boards of Trade in Canada send Christmas Greetings and Best Wishes for 1927 to all Canadian Exhibitors.

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B. D. Murphy
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C. R. Dippie
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GENERAL SECRETARY, TORONTO---G. O. BURNETT

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JESSE L. LASKY

(Continued from Page 57)

"The Squaw Man" was obtained for the initial picture and then a location for production work had to be decided upon.

"We had looked over a map of the country," said Mr. Lasky, "and the name 'Flagstaff' in Arizona appealed to us romantically." So Cecil and Dustin started for Flagstaff, but when they got there it looked so uninviting that they decided to keep going and see what they could find. They had heard of a place "called Hollywood" in Southern California, where already some picture work was being done on a small scale and there they halted their journey, being almost as far west as they could get anyway.

Presently Mr. DeMille wired back to Mr. Lasky:

"We've leased a barn at Vine and Selma Streets in Hollywood at $200 a month."

Mr. Lasky advised them to go slow as that looked like extravagance, but the barn was fixed up and work started. This was in 1913, and under the active administration of Cecil B. DeMille, and his small but energetic staff, things were soon running nicely and work on the production started.

Mr. Lasky and Mr. Goldfish stayed in New York to arrange the distribution details. The latter sold state rights on the coming film and took in $43,000, enough to finance the organization and one of the largest sales records of the day.

Finally Cecil DeMille wired to Mr. Lasky to come west and see the studio. He went and, as he says, it was the greatest thrill of his life when he arrived and saw the big truck drawn up with the name "Jesse L. Lasky Feature Play Company" handsomely painted on the side and the company of fifty people lined up beside it.

The stage was 40x80 feet. It is now gone, but in its place is a larger stage and the old building still remains as a shipping room. But three or four other great stages have grown up beside it and large concrete buildings have been erected to accomodate the growing industry. Where a small corner sufficed then, today the Lasky Studio and lot covers about two square blocks.

"I posed for my picture," said Mr. Lasky, "for publicity. It must have been prophetic, for ever since, whenever I have arrived from the east after some one of my hundreds of transcontinental journeys, I always have to pose for a picture — it has become almost a ceremony."

The picture was finally finished. It was developed at the Lubin plant and in spite of some flaws was a big success. Then they bought "Brewster's Millions," "The Master Mind," and other well known stage successes, which were produced successively and successfully. The idea of using noted stars was followed and through these channels many famous theatrical names have come into the screen world: As witness a few — George M. Cohan, Enrico Caruso, Geraldine Farrar, Dustin Farnum, William Elliott, John Barrymore, Edward Abeles, Elsie Janis, etc., etc. Many came while the Lasky company was independent and later when it and the Famous Players organization were merged.

EMIL E. SHAUER
Assistant Treasurer Famous Players Lasky Corporation and General Manager of Foreign Department.

There were two directors, Oscar Apfel and Cecil B. DeMille, who was director general, having already exhibited distinguishing marks of genius for organization and administration as well as a splendid artistic sense.

One day while in the East, Jesse Lasky was invited to a little conference with Adolph Zukor, who complimented him highly and declared that he and Mr. DeMille were making fine pictures. He invited them to consult him at any time when advice seemed needed and was so agreeable that Mr. Lasky was most grateful. This offer was sincere and for a long time the younger man was in the habit of consulting Mr. Zukor whenever there was a problem confronting him — and the advice was decidedly helpful.

PARAMOUNT FORMED

There came a time when the State Rights buyers who were handling the output met and formed Paramount Pictures Corporation, as a distributing organization to insure the exhibitor a complete and dependable program. The producing company had no interest in this body other than as a channel for distribution. The production activities had grown rapidly. The Belasco productions were put out as Lasky pictures; there were also the Bosworth, Inc., productions, with Frank A. Garbutt as head of the firm.

After a time it seemed advisable to effect a combine between the Famous Players Corporation and Jesse L. Lasky Feature Play Company and thus was formed the Famous Players-Lasky Corporation with Adolph Zukor as president, Jesse L. Lasky as first vice-president, and Cecil B. DeMille as director general — which offices they have held ever since. Despite various mergers, amalgamations and changes, these titles have remained as originally vested.

This is, of course, primarily the story of Jesse L. Lasky and while it is impossible to separate the man from his work, the details of the organization need be touched upon only briefly. Suffice to say that conflict arose between Paramount as a distributing organization and the producing company and finally the former was absorbed by the latter and the brand name Paramount Pictures retained.

As the business developed to remarkable proportions, Mr. Lasky naturally found it necessary to specialize to some extent and thus he devoted his energies and genius to the production end and to negotiating with famous stars and writers.

His recent European trip, during which he signed many British writers of note to write Paramount Pictures, is a case in point. He brought the picture business and its possibilities home to England as never before. The interest and actual co-operation of such notables as Sir Gilbert Parker, Alfred Henry Jones, Robert Hichens, E. Phillips Oppenheim, Edward Knoblock, Joseph Conrad, Sir James M. Barrie, Elinor Glyn, etc., etc., was enlisted. Many of these came to the studios to absorb the business and technique and to write directly for Paramount Pictures.

Today, while the industry is undergoing a critical period as a result of the return to a pre-war basis, Mr. Lasky is again exhibiting his genius and capacity in handling the reorganization plans. All work of production has been concentrated at the Lasky and Realart studios in Hollywood to reduce overhead and for economical reasons of various kinds. But the quality of production is maintained.

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A Thriller of Thrillers!

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All lovers of real melodrama will see it! Millions have already followed the story in book form and as a Cosmopolitan Magazine serial!

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RENEE ADOREE

Directed by
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A Cosmopolitan Production

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We have founded our business on the rock bottom foundation of a square deal to every exhibitor and to the public.
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We've proven the value of Columbia Pictures at the box-office--every exhibitor who has run them will tell y u so.

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CANADIAN MOVING PICTURE DIGEST

Vol. 18, No. 35. TORONTO 2, CANADA January 1st, 1927

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2

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Success!

—not since "The Big Parade" has Broadway given such a grand and glorious welcome!

HARRIETTE UNDERHILL
—*N. Y. Herald-Tribune, says:*

OUR advice is if you haven't made out your list of the 10 best pictures of the year don't do it until you see "The Fire Brigade". One of the pleasantest surprises of the season. "The Fire Brigade" takes you straight through a night of fighting the flames from the moment the alarm is sounded. It is one of the most exciting, inspiring, breath-taking pictures it has ever been our good fortune to sit through. Each member of the cast deserves to be decorated, and Will Nigh, the director, has kindled a fire that will not soon be extinguished. Don't fail to see "The Fire Brigade".

DOROTHY HERZOG
—*New York Mirror, says:*

"THE FIRE BRIGADE" is the greatest thriller on Broadway. The terrific climax lifted a first night audience to its feet applauding and cheering with a sustained enthusiasm. "The Fire Brigade" is a stirring tribute to the men who protect the public's welfare but who seldom win recognition. Put it on your must list and book it with your Christmas gaieties.

ROSCOE McGOWEN—*Daily News, says:*

"THE Fire Brigade" volcano of heroism and thrills. "The Fire Brigade" not only rhymes with "The Big Parade" but is as worthy a portrayal of the heroic deeds of peace as the other is of the deeds of war. No scene in any picture has tingled my spine and made me sit up as straight as did the sight of those three gallant old fire horses racing along-side modern motor trucks, with the spark-spitting old steamer careening along behind. The fire fighting in this film is the real thing and done by real firemen. It is a glorious picture and worth everybody's while to see. The love scene ranks as one of the best. I think I'll have to say more of this film later. Meanwhile see it for yourself. There's not a dragging moment in it.

PALMER SMITH — *Evening World, says:*

THIS "Fire Brigade" picture is grand, spiced with thrills and garnished with romance. Thrilling, melodramatic material.

ROSE PELSWICK
—*N. Y. Journal, says:*

"THE Fire Brigade" dashes thrillingly into the Central. "The Fire Brigade" stopped traffic at the premiere last night. The picture is packed with thrills. The heroic firemen are at last glorified in celluloid.

WILELLA WALDORF
—*N. Y. Eve. Post, says:*

STIRRINGLY presented. Unflaggingly interesting and full of thrills. As exciting as the historic chariot race in Ben-Hur.

MONEY REVIEWS!

HERB CRUIKSHANK
—*Morning Telegraph, says:*

YOU are here and now guaranteed "kick" of your life at the Central Theatre, where "The Fire Brigade" will fight the flames for many a day and night. Will Nigh has directed a masterpiece. Hard-boiled or soft you will stand up and cheer when old Bert Woodruff guides his three dashing steeds at break-neck speed to the orphanage fire. To me the three horses supply the biggest thrill. There are others in abundance. A smashing melodrama that will make you cheer through your tears.

MAC *in Daily Review, says:*

UNQUESTIONABLY the greatest fire picture yet produced. "The Fire Brigade" is a showman's delight. I have witnessed many a first-run showing on Broadway, and never have I seen a picture that has received a finer reception.

Metro-Goldwyn-Mayer have got a picture in "The Fire Brigade" that merits the word special, if any picture ever does. That spells roadshow and showmanship. The question is not will it make money, but how much will it make. It's a sure winner!

THE HIT OF NEW YORK
—soon the hit of the country

THE FIRE BRIGADE

METRO-GOLDWYN-MAYER

$2 HITS—*Fire Brigade—Scarlet Letter—Tell It To The Marines*—**$2 HITS**

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Canadian Moving Picture DIGEST

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RAY LEWIS
Editor and Managing Director
GEORGE C. WILLIAMS
President

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Established in 1915 for Exhibitors
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Vol. 18, No. 34 TORONTO, CANADA January 1st, 1927

William Donald Ross

THE NEW LIEUTENANT-GOVERNOR of the Province of Ontario is William Donald Ross, on the Board of Directors of the Famous Players Canadian Corporation. He was born on a farm at Little Bras d'Or; and received an early agricultural training, his father being the owner of one of the finest farms outside of New Glasgow, Nova Scotia.

At the age of fifteen he started in business, and his financial instincts soon became evident, for at the age of twenty-four, after having been manager of the Nova Scotia Bank, at Stellarton and New Glasgow, N.S., he was appointed manager of the Bank of Nova Scotia at Charlottetown, P.E.I., and retained this office until 1901, when he was induced to come to Ottawa by the Hon. William Fielding, Minister of Finance. He was given an important post in the finance department. But Ottawa did not hold him for long, the fifty-seven years of his life being fairly well divided between Nova Scotia and Ontario, twenty-four continual years being spent in Toronto.

Those who know Mr. Ross and his ability are not surprised that he has been appointed Lieutenant-Governor of the Province of Ontario, the selection is a happy one for the province, surprise is expressed that he accepted this distinguished office, for Mr. Ross is known as a man who has no political ambitions; and one who has always avoided holding public office, although born to this "political purple" as it were, his father, John Ross, having represented North Victoria, Cape Breton, in the Nova Scotia legislature.

William Ross, his uncle, sat in the first Parliament in Canada, and was elected by acclamation three successive times, representing Halifax. This same uncle also sat in two pre-Confederation legislatures. In 1874, he was minister of Militia and Defense in the Mackenzie Government and was responsible for the introduction of the Act which established the Royal Military College. Later Sir Wilfred Laurier made him a senator.

Of Mr. W. D. Ross it is said that he has staunch admirers in both the Liberal and Conservative constituencies; and that he preached "dyed in the wool Liberalism" in the St. James Club of Montreal, noted for its exclusive Conservative membership. Mr. Ross is also a member of the Toronto Club, the Toronto Golf Club, the York Club, the Hunt Club, the Ontario Club and among his close friends we find Peter Heenan, Minister of Labour.

Financial magnates analyse him as a happy blending of the late Sir William Mackenzie and Lord Beaverbrook. With the latter he went off, last summer, on a yachting trip that took him to the Bay of Fundy, the Gulf of Canso, and over the ocean pathway familiarized to his memory, since it was the voyage his father often took from the legislature in Halifax to Bras d'or, the Cape Breton farm.

An out-door man, big in physique and mentality, in vision, of whom "The Star" said, "Mr. Ross was one of the country's great bankers. He had courage and vision and he made possible the development of several of Canada's large industries at a time when the expansion of the country might have been throttled by too timid a banking policy."

Under his management the Metropolitan Bank flourished and when in 1914 it was absorbed by the Bank of Nova Scotia, it was absorbed under most favorable terms.

Mr. Ross is at present identified, in a business capacity, with the following enterprises: President of the Porto Rico Railways and of Northern Mexican Power and Development, Vice-President of the William A. Rogers Company, Director of the Bank of Nova Scotia, Canadian General Electric, Famous Players Canadian Corporation, as well as other interests.

It is said that he is as much at home in kilts as in a Mexican sombrero, and could probably give all our Tom Mix's and Fred Thomson's a run for their saddle. That he prefers the Highland Fling, being a good Scotch Presbyterian, to the Spanish Fandango, but that up in Northern Ontario, he can do a "hoe-down" on a cabin floor equal to any of the miners who have won such terpsechorean fame.

Financier, Banker, Agriculturist, Fisherman, and all-round sportsman, a friend of man and beast, regardless of the political instincts of the former species, it looks as if W. D. Ross will become a noted figure at Government House; and that the Province of Ontario will have an opportunity to grow to the bigness of vision and good-fellowship as expressed in her new Lieutenant-Governor.

Associated with Mr. Ross as officers of the Famous Players Canadian Corporation are Adolph Zukor, President; J. P. Bickell, Vice-President; Arthur Cohn, Secretary-Treasurer; Thos. J. Bragg, Comptroller.

The Directors of the Famous Players Canadian Corporation are as follows: J. P. Bickell, Sir Herbert Holt, President, Royal Bank of Canada; S. R. Kent, Famous Players-Lasky Corp., New York; I. W. Killam, President, Royal Securities Corp., Montreal; N. L. Nathanson, W. D. Ross, W. J. Sheppard, J. B. Tudhope, Sir William Wiseman, New York, and Adolph Zukor of New York.

Ray Lewis

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CHADWICK PICTURES CORPORATION
presents

April Fool

A Stellar Cast
including
Duane Thompson
Raymond Keane
Mary Alden
Snitz Edwards
Baby Peggy
Nat Carr
Leon Holmes

For Bookings Communicate with **Canadian Educational Films Limited**

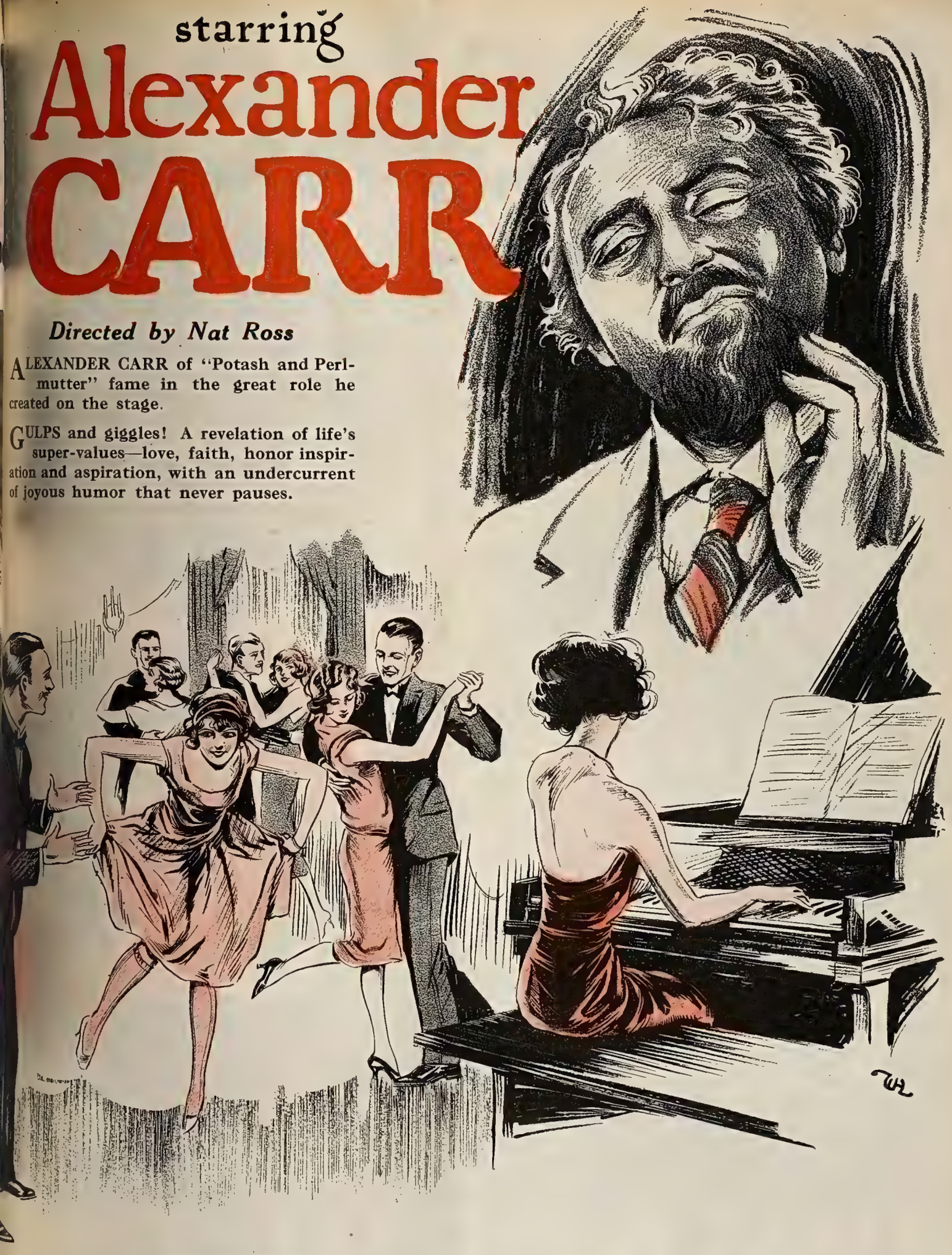
Google

starring

Alexander CARR

Directed by Nat Ross

ALEXANDER CARR of "Potash and Perlmutter" fame in the great role he created on the stage.

GULPS and giggles! A revelation of life's super-values—love, faith, honor inspiration and aspiration, with an undercurrent of joyous humor that never pauses.

FROM THE PLAY
"AN APRIL SHOWER"

BY

EDGAR ALLAN WOOLF
and ALEXANDER CARR

ST. JOHN, N.B.
Box 132

MONTREAL, QUE.
Albee Bldg.
12 Mayer Street

TORONTO 2, ONT.
277 Victoria St.
Head Office

WINNIPEG, MAN.
Film Exchange Bldg.
Ellice & Hargrave

VANCOUVER, B.C.
Exchange Bldg.
553 Granville St.

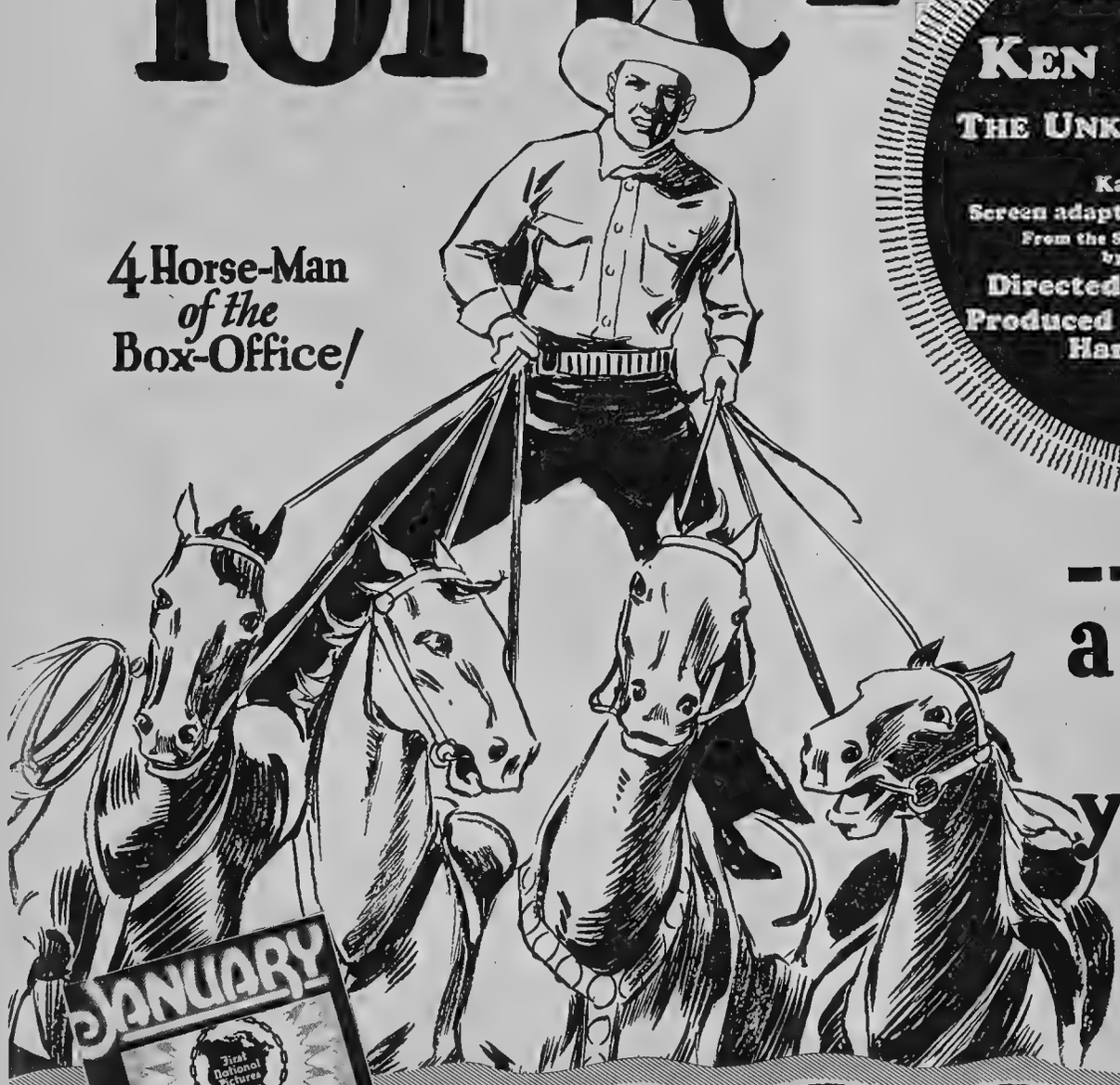
CALGARY, ALTA.
212 Traders Bldg.

Google

You asked for it—

Charles R. Rogers
Presents
KEN MAYNARD
In
THE UNKNOWN CAVALIER
With
Kathleen Collins
Screen adaptation by Marion Jackson
From the Story "Ride Him, Cowboy"
by Kenneth Perkins
Directed by Albert Rogell
Produced under Management
Harry J. Brown

4 Horse-Man *of the* Box-Office!



—and what a *wonderful* answer you've got!

Thousands of Showman-calls for a quick follow-up on "Senor Daredevil" . . . .
"We'll play Ken Maynard's next—good, bad or so-so."
What a thrill they're in for when they find it's BETTER!

Piling up the Proof that

FIRST NATIONAL *is* FIRST

LADIES AT PLAY
with
Doris Kenyon — Lloyd Hughes

SAMUEL E. RORK presents
THE BLONDE SAINT
with Lewis Stone — Doris Kenyon

MILTON SILLS
in
THE SILENT LOVER

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FIRST NATIONAL

believes in

HAPPY ENDINGS

That's why we delivered the market's finest in December

COLLEEN MOORE in **Twinkletoes**

Greatest box-office star in pictures in the greatest box-office draw this season

JOHNNY HINES in **Stepping Along**

The month's comedy wallop in which Johnny makes it a real Happy New Year

THE BLONDE SAINT with **Lewis Stone - Doris Kenyon**

"Big Hit . . . Cleaning up at the N.Y. Strand . . . Got off to a flying start following enthusiastic reviews" —*Daily Review*

RICHARD BARTHELMESS in **The White Black Sheep**

This one from the desert is the prize dessert of the festive season

JUST ANOTHER BLONDE with **Dorothy Mackaill - Jack Mulhall**

A three-way winner—Perfect Title—Perfect Cast—Perfect direction by Al Santell

FIRST NATIONAL PICTURES

And while the industry stands out of breath at such a remarkable finish to the greatest film year on record First National dashes into 1927 with a production announcement that guarantees its accounts the most Prosperous New Year in theatre history.

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The Rubaiyat of the Rube

(Continued from Issue, Dec. 18th)

"LEETLE OLD NEW YORK"

RAY LEWIS

JES' before Christmas I was tellin' you 'bout my visit to New York an' of how I had a talk with Mr. Ruben of the Metro-Goldwyn-Mayer Company, but right in the middle of that thar tellin', the Christmas Issue interrupts me with tellin' all about them thar "Builders of Motion Pictures" and I had to wait to get a "look in" after Christmas. Wall, As I was sayin' I heard the word "Black Jack" and "Burglar Editor."

AN' my dignity is trespassed upon, 'cause in the words of our preacher I believes in "the power of the Pen," an' I hates to be designated as a "lead swinger," an' I'm tellin' Mr. Rubin whar I larned that word.

* * *

YOU know I goes in, while I'm in that thar "Leetle old New York," to see that thar Shapiro fellah, what takes care of the advertisin' for United Artists.

Meet that Shapiro fellah? Wal, he has red cheeks, and black eyes, that shine like they wuz afire; and he's full of that thar United States pep.

You can see he's smart alright, but he educates me on that Black Jack business, 'cause comin' from Canada whar editors are nearly as good sassiety as our preacher, I ain't aware that they is "Black Jacks" in the United States.

Wal, as I looks at that thar Shapiro, I sez to me, sez I, that Dame Nature sure is a fool for wastin' rosy cheeks on Shapiro. That thar Ray Lewis ought to have them thar red cheeks an' they would promote business fur that thar Digest.

Cause in the words of our preacher, "Even the gods looked upon the daughters of men and saw that they were fair." An' you knows what that means without my help in that thar direction.

* * *

WAL, as it happens thar is that thar Exhibitors Review right on that thar table, in Shapiro's office, all marked up in blue pencil, 'cause that thar Exhibitors Daily Review nearly covers the whole front page tellin' what them thar United Artists wuz doin'.

An' I sez to Shapiro, friendly like, "Looks like you've got an interest in that thar paper, all that publicity.

An' he sez to me, sez he, "None of your Black Jack business."

Which reminds me of the time I stayed at a hotel, which is considered exclusive, in the summer. An' not likin' fish out of the season, I sez to that thar waitress, "Can I have an egg?" and she sez to me, sez she, "If you have any complaints to make, make 'em to the management."

I sizes up that thar waitress as receiving many complaints, an' I sizes up what that thar Shapiro sez to me as the result of the same condition.

Them "Black Jack" editors, or advertising managers must have been sayin' to Shapiro, "Look at all the publicity we gives you, and you don't give us no ads."

* * *

WAL, I agree with that thar fellah Shapiro, I think he's goldurned smart, an' I think he should get all the money he saves in advertising, 'cause if them thar Trade paper editors will sell them thar United Artists pictures and stars to them thar exhibitors fur them, what is the need of advertisin'?

But in the words of our preacher, "You can't knock at an empty box, without endangering its construction."

It looks to me that if them thar editors of Trade papers don't get no money to publish them thar stories, they is goin' to bust up.

An' what's left is goin' to be papers what ain't of our people, an' can't see with our eyes, nor speak that thar language of the screen.

An' they is goin' to charge them producer-distributors a heap more of money to present what them producer-distributors has to sell.

An' they ain't goin' to put themselves out much writin' stories, 'cept the kind what they can sell their papers with, the kind this Industry of Motion Pictures knows very well, and which has necessitated that thar Hon. Will Hays to "keep on the job."

* * *

An what will necessitate, without the Trade paper editors thar to do the fightin', a bunch of Will Hays to present "the defense of the motion picture industry."

BEIN' good and mad, I'm ready for that thar "Ironsides" banquet, whar I hopes they gives us the iron of that thar ship fur an appetizer.

I am mad enough to bite nails thinkin' of "Black Jack." If I was good at chewin' tobakker, I sure performs that thar stunt what that big Swede performs in that thar "Big Parade." I lets her spin an' I sure aims fur somebody's eye, an' if you don't know whar I hits, your guesser is full of carbon, by gosh.

* * *

THAT thar "Ironsides" banquet wuz done same as they do when they invites you to "sup with the King."

The dignity of that thar "Ironsides" banquet is real sassiety, and that thar Adolph Zukor looks like a real Dook sittin' thar, and Will Hays an' Jesse Lasky they looks sassiety too.

I tell you, boys, they is "In the Navy" an' you can "Tell it to the Marines" they does honor to our industry, an' them thar men what made the constitution of the United States another "Magna Charta of civilization," as our preacher would say, an' say boys, that thar food-spread! Nothin' like them thar movin' pictur banquets with whole peacocks feathers and all, brought in, an' all the girls in "dishabille."

I larned that word in Montreal. I understand it means "nature undressed," in the words of our preacher.

No sirree, that Banquet spells decorum, food that is plentiful enough for humans what has their appendix still with them, and speeches what is pleasant to the ear, though why that thar "Mac" who is such an "Observin' Fellah" takes a Canuck to hear about that thar "Declaration of Independence" "passeth my understanding" as our preacher would say.

The only think what saves the situation for me is the pleasant company of Admirals in which I finds myself most admirably, an' I sez to me, sez I, in the words of our preacher, "The geography which divides nations is only in the imagination of the people; and the patriotism of a people for their country is an admirable virtue; and is admired by all those who have emerged from the darkness of bigotry, into the glory of an International Democracy," by Gosh.

So here's where I stop before I gets to that thar "Ironsides" pictur, which is sure great and stirs me up with enthusiasm. I meets that thar nice chap Pete Harrison, what publishes Harrison's Reports. I has a real visit with him.

An' that thar Winfield Sheehan, who is so durned clever lookin' and

(Continued on Page 15)

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Ray Presents

JACK ARTHUR covered himself with approbation and encomiums of praise, for the splendour and artistry of his presentation at the Uptown Theatre, in an extravaganza called "Sinbad, The Sailor," during Christmas week.

The magnificence of the costumes, the beauty of the settings; and the captivating freshness of the ballets, made a most enjoyable impression.

It is difficult to discover where Mr. Arthur found time between his many duties to supervise and conceive so well presented a spectacle.

* * *

Most of the players have been recruited from local professional talent, but the majority are only budding professionals, the presentation, however, presented a certain finesse which made it probably the most outstanding local feat of entertainment yet attempted.

* * *

THE continuity of the scenes, and the interludes of singing and dancing were cleverly interwoven after the pattern of the old Opera Bouffe. The singing and dancing of Miss Rogge was most pleasing, the ballets under the direction of Leonidoff picturesque and graceful. Mr. Fred Emney, who assisted Mr. Arthur in the lyrics, was again a great favorite in his personal contributions.

* * *

"Sinbad" as interpreted by Frankie Stein was about the best work I have seen this young lady do, she made a handsome, straight-limbed lad of the sea; and certainly shows a sufficient amount of talent to be worth directing and presentation. A little more tendency towards a refined style of abandonment will help this young lady to register in popularity.

* * *

THE work of Clara Reid was markedly clever and she was "on her toes" every minute of her performance, much to the enjoyment of the capacity audiences.

* * *

The reference to the removal of the Mural Panel of the "Hall of the Gods," which was wished upon the Uptown Theatre, under the delusion that the "Rubes in Canada," would take it for "High Brow Art," met with the approval of the audience. Those who had seen that Grecian Frieze, defacing the walls of the foyer longed for a chance to "Freeze the artist." With the removal of the "monstrosity," the entrance hall of the "Uptown" presents a much finer appearance.

* * *

REGINALD DENNY was the feature picture in "Take It From Me." We are willing to take almost anything from Denny, he is one of the "big boy" stars, but I cannot say that the material in "Take It From Me" gives him his usual splendid opportunity either in story or support, of course following such an exhilarating hour as "Sinbad, The Sailor" gave us, Denny's position was a "hard spot on the bill" in the vaudeville vernacular.

* * *

The Christmas spirit of the Uptown Theatre was noticeable in its wreaths of holly and evergreens, its flowers abloom with the green and red lights of the Yuletide.

LOUIS ROSENFELD

General Manager, Columbia Pictures Ltd., of Canada. Born at Barrie, July 31st, 1896. He was in the first Calgary oil boom; and went to bed one night worth $20,000 to wake up the next morning broke. At this period he entered a law school for the purpose of following that vocation, but the film business attracted his attention and he joined the Universal Film Co., remaining with that organization six months, after which he joined the Famous Players Film Service, managing various offices for this organization in different sections of Canada; Calgary, St. John, Montreal and Toronto.

Mr. Rosenfeld has remained with the Famous Players Film Service during its many years of prosperity and vicissitudes. When it became the Dominion Films, the Independent Films and recently has linked up its good fortune with the Columbia Pictures Corporation of which organization Mr. Rosenfeld is now General Manager for Canada.

An amusing incident in connection with the birth certificate of Mr. Rosenfeld has been reported. It appears that when his father registered the birth of this promising infant they asked him "male or female?" and he said, "yes." Recently when Mr. L. Rosenfeld had occasion to write to Ottawa for a copy of his birth certificate it came on in the name of Louise Rosenfeld, female.

Whereupon our friend, Louis, fully convinced that he was a male, entered a protest, with the result that he is now recorded under the name of Louis Rosenfeld, of the male gender.

Lakefield, Ontario, Suffers Series of Epidemics

An epidemic of diseases has played havoc with public gatherings at Lakefield, Ontario, a small town near Peterboro, the local moving picture hall having been closed by the health authorities until the situation clears up.

Presentation to P. C. Taylor of Staff

THE PERSONNEL of the Canadian Head Office and Toronto Branch of F. B. O. pulled a real surprise on their General Manager, P. C. Taylor, when they took possession of his office Christmas Eve, and through Mr. Sam Garr, presented him with a handsome Fountain Pen Mahogany Desk Set, as a token of their esteem and regard.

Mr. Garr, in making the presentation, read the following letter:

Dear Mr. Taylor:

The members of the Canadian Head Office and the entire staff of the Toronto Branch deem this a suitable season in which to tender you a small token of our esteem and regard.

We are keenly cognizant of the many benefits enjoyed under your leadership; we appreciate the every ready counsel and co-operation you have so steadily given us, and the helpful interest always shown in our local problems.

Knowing that the welfare of GREATER F. B. O. lies very close to your heart, we all pledge you our enthusiastic and unfaltering support in furthering the interests of our Company throughout 1927, and we hope that the New Year will be, to yourself and your family, the happiest and most prosperous you have ever enjoyed.

Yours very sincerely,

K. M. Hyde Bennett	**E. M. Tomlinson**
M. Durant	**M. Thompson**
Jack Allen	**A. Hurst**
S. Garr	**S. Thomas**
R. Manson	**R. Trimble**
E. Darling	**B. D. Murphy**

Mr. Taylor thanked the staff for the gift, and more particularly for their hearty co-operation during the past year, and told them that it was largely on account of this co-operation that the Company's progress was made possible.

"THE FLAMING FOREST" REGISTERS WITH OFFICIALS

"The Flaming Forest" was given a special screening at the Regent Theatre, Ottawa, by Manager Ray Tubman for the particular benefit of headquarters officers of the Royal Canadian Mounted Police. This story of Canada's famous police corps met with strong approval by Commissioner Cortland Starnes and other officers. The only objection was that Antonio Moreno, who takes a prominent police role in the picture, did not have a hair-cut that was in keeping with R.C.M.P. regulations — an old fault with moving picture portrayals of the Mounted Police.

The Orpheum Theatre, Montreal, has been leased by David Kraus and the theatre is being re-opened January 2. Thomas Conway, a prominent exhibitor of Montreal, has been appointed general manager of the theatre with Paul Vincent as house manager.

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Wallace Beery
Paramount

Clara Bow

THOMAS MEIGHAN
Paramount

Pola Negri

Richard Dix

Florence Vidor
Paramount

Ford Sterling.
Paramount

Esther Ralston
Paramount

Ricardo Cortez

JACK HOLT
Paramount

Betty Bronson
Paramount

Raymond Hatton
Paramount

SEASON'S

Prosperity is

NATIONALLY

PARAMOUN

PARAMOUNT PICTURES ARE S

"If it's a Paramount Pictur

FAMOUS-LASKY FI

ST. JOHN MONTREAL TORONTO

D. W. Griffith
Paramount

Greta Nissen
Paramount

Warner Baxter
Paramount

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REETINGS

yours for 1927

H

ADVERTISED

PICTURES

IN ADVANCE TO THE PUBLIC

it's the Best Show in Town"

SERVICE, LIMITED

WINNIPEG CALGARY VANCOUVER

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SPORTS

By LIONEL HARPER

THE OLD HOCKEY SEASON opens next Tuesday as far as the Toronto Moving Picture world is concerned. The Toronto Hockey League schedule for the Industrial junior series brings together four clubs in the first division including the H. S. Howland and Sons, The Daily Star, The Easy Washer Co. and the Famous Players, who meet each other twice during the season. Next Tuesday Famous Players meet the Daily Star in the first game of the schedule while the Howlands try conclusions with the Easy Washer. Every game in the schedule takes place at the Willowdale artificial ice arena. Famous Players will have all the old hockey following along with them in their trip up Yonge Street and will also have with them many friends made during their regime on the baseball field the past summer.

Harold Ash took the Famous for a trip into the suburban home of the Markham Intermediate O. H. A. team and the "Silver Six" came home after suffering a 7—3 defeat. Dr. Russel Cowie, coach of the Red and White, played for the Markham club and scored four goals while Max Reesor, who was turned back by the Chicago Pro., fooled Jimmy Travis, the Famous Costodian, for two timely counters. The Intermediate boys scored four times during the first ten minutes but after their early splurge were held well in hand. The bright feature of the game was the defensive work of Irwin "Butch" Taylor and John Heggie. Bernie Gleason, John Heggie and Jimmy Tallon scored for the Toronto contingent. Dr. Cowie was well pleased with the showing made by the juniors against their more experienced opponents. Some of the Markham players have worn the village colors for fifteen years and others for longer than that. The general opinion among the followers of last year's championship team is that this season the team is at least twenty-five per cent improved.

A challenge issued to the Newmarket Junior O. H. A. club was gently but firmly "Put Off" until the end of the season when the results of the Intermediate game became known.

AT LIBERTY

Violinist, leader thoroughly experienced vaudeville and pictures. House changing policy reason. Large Modern Library. References. Address MUSICIAN, 54 MAPLE STREET, ST. CATHARINES.

HELENE COSTELLO

gets a chance to do some real acting in Warner's "While London Sleeps," starring Rin-Tin-Tin.

PATHE TWO REEL COMEDIES PLAY FIRST RUNS

Pathe two reel comedies are making a record for holding the honoured spots on the programmes of leading theatres on the American continent. In New York City last week, Harry Langdon in "There He Goes" provided the comedy at the Mark Strand Theatre on Broadway. The re-issue of Harold Lloyd in "Bumping Into Broadway," provided the laughs at the exclusive little 5th Avenue Play House. The Capitol and Mark Strand used a Mack Sennett and Hal Roach comedy, respectively. So far as Canada is concerned, this is nothing out of the ordinary, as practically all the leading first run houses in the Dominion are regular users of these popular brands of laugh makers.

"EVERY MOTHER'S SON" CONTINUES VICTORIOUS MARCH

Reports to the Head Office of the Regal Films, Limited, in Toronto, are to the effect that "Every Mother's Son" continues its record breaking run in all parts of the Dominion. No English made picture in recent years has proved as great a box-office attraction as this, and no feature more richly deserves it, for outside of its British appeal, it is a real worth-while production, being one that has comedy pathos, and adventure blended in the most skilful manner.

Toronto Theatres

UPTOWN — "Take It From Me," with Reginald Denny — Universal. Denny as usual a treat. A fast-moving comedy, Class B.

REGENT — "The Better 'Ole," with Syd Chaplin—Warner. Syd hits the bull's eye in this hilarious comedy of English buddies. Class B plus.

PANTAGES — "While London Sleeps," with Rin Tin Tin — Warner. The wonder-dog displays excellent acting in this thrilling, terrifying, mysterious feature. Class B.

LOEW'S — "Tin Hats," with Conrad Nagel and Claire Windsor — Metro-Goldwyn-Mayer. Both the leads delight their audiences with their splendid acting. The picture should bring in plenty of "dough." Class B.

TIVOLI—"Stranded in Paris," with Bebe Daniels—Paramount. "Bebe" is a live wire and there are no short circuits while she is around. Class B.

Neighborhood Theatres

PALACE — "The Eagle of the Sea," with Ricardo Cortez — Paramount. Class B. Picturesque and pictorially beautiful.

COLLEGE — "Mismates," with Doris Kenyon — First National. Good entertainment. Class B.

BEACH — "The Quarterback," with Richard Dix — Paramount. Dix makes his goal every time and registers a Class B plus.

BEAVER—"Syncopating Sue," with Corinne Griffith — First National. Corinne in a snappy, peppy, fast-moving feature, delights her audience. Class B.

BEDFORD — "Subway Sadie," with Jack Mulhall and Dorothy Mackail — First National. Good box-office attraction. Splendid entertainment. Class B.

OAKWOOD — "The Eagle of the Sea," with Ricardo Cortez — Paramount.

PARKDALE — "The Eagle of the Sea," with Ricardo Cortez — Paramount.

MADISON — "Across the Pacific," with Monte Blue — Warner. Another Warner Winner. Class B plus.

ALHAMBRA — "You Never Know Women," with Florence Vidor — Paramount. Class B plus. A pleasing evening's entertainment. Miss Vidor can always be depended upon; and the picture is of the quality which cannot but please in any house.

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LESS than a year ago the name of Joseph P. Kennedy was unknown to the rank and file of the moving picture trade. Up to February last Mr. Kennedy's activities were confined chiefly to banking circles in the New England district. He was frequently engaged however in negotiations for the financing of various picture projects in which he gained a comprehensive knowledge of the business from the view-points of producer, distributor, and exhibitor alike. He studied their problems and investigated their possibilities until he became an authority whose counsel was held in high esteem.

Many of Mr. Kennedy's fellow financiers have been tempted to enter the film industry but nearly all decided that the field was overcrowded, that the pioneers were too firmly entrenched. Mr. Kennedy did not so believe and as his knowledge of the business increased he began search for an opportunity to definitely engage himself in the production and distribution of motion pictures. After a long and careful investigation he decided that F. B. O. offered greatest promise and therefore went to England and closed a deal with Graham's Ltd., by which he and a few immediate associates secured full ownership of the company together with all its subsidiaries and producing allies.

The British bankers had laid a splendid foundation for the growth of F. B. O. and that Kennedy has taken full advantage of his oportunities is patent to even the casual observer of motion picture developments. The sure, steady, systematic growth of the company has no parallel in the history of the business and the beginning of 1927 finds Mr. Kennedy one of the most noteworthy leaders in the industry, supported by an organization second to none in loyalty, efficiency and confidence in the future. Mr. Kennedy cannot be called a "pioneer of the industry" but he has firmly established himself as one of its "captains," a captain who is most surely in line for rapid promotion.

Kennedy and his associates have almost unlimited financial resources an dthat they are being efficiently utilized is evidenced by the screen material emanating from F.B.O. studios one of which, it may be noted, is the second largest in the world. That the company is determined to maintain and increase its prestige is further indicated by a theatre acquiring program lately divulged. Some details of a fifteen-million dollar deal involving a large circuit in the United States recently became news and it is known that certain key points in Canada have been investigated with encouraging results. Another significant move was the agreement made by Kennedy with Ideal Films, Ltd., by which F.B.O. became solidly established in Great Britain and a wider market provided for British product in America.

JOSEPH B. KENNEDY
President, Film Booking Offices of America, Inc.

Joseph P. Kennedy was born in Boston just thirty-eight years ago and is a graduate of Harvard University. Following graduation he became a bank examiner and in 1914 was elected President of the Columbia Trust Company of Boston. In 1917 he was made assistant manager of the Bethlehem Shipbuilding Corporation, in charge of more than 50,000 employees. Later he joined the banking firm of Hayden, Stone and Company and through this connection came in touch with motion picture activities. His home is in Brooklin, Mass., where a family of seven gives further proof of his organizing abilities.

JOSEPH I. SCHNITZER
Senior Vice-President in charge of production. Joined F. B. O. in 1919 after nine years with Universal Pictures Corporation in sales and production departments.

E. B. DERR
Was associated with Bethlehem Steel Corporation for ten years before joining F. B. O. in 1926 in the capacity of Treasurer.

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LAST MINUTE NEWS

R. Shaw, Manager of British Film Service, attacks a U. S. distributing unit in New Zealand for releasing British Films from which he alleges cuts have been made which destroyed their continuity. He further claims that exhibitors are being circularized as follows, "If you want to have British pictures we will give them to you, but we wouldn't have the nerve to charge you for them."

Archie Selwyn cables New York office that Queen of Roumania will appear in a film produced in Roumania under his management.

George Bernard Shaw is reported as considering an offer to appear in a "talking film" of "Saint Joan" with Sybil Thorndyke playing "Saint Joan."

Famous will build a new theatre in Montreal, seating nearly 4,000. House to be erected on St. Catherine St., and will be called Pantages.

Gaumont British Weekly released by Canadian Educational has aroused considerable interest in official circles, who feel that in the exhibition of this weekly a valuable step towards the establishment of a British Film representation in Canada has been accomplished. Many of the first run theatres have already contracted for the weekly.

Justice Orde gave judgment for $1,600 and costs in favor of Queen Street Theatre Co. Ltd., Niagara Falls, Ont., in their action against the North Western Mutual Fire Association.

Old Winnipeg Theatre was destroyed by fire on Dec. 23rd and three firemen were killed in the spectacular blaze, while eight others are in the hospital suffering from injuries received.

Elinor Glyn wishes to know why we Britishers are loth to admit that "Americans know more about the moving picture industry than we do?"

Orpheum, Montreal, to have first class stock company. David Kraus stock producer secures lease.

Charge against Fred B. Jackson,, manager, Loew's Theatre, London, for exhibiting "The Passion Play" on three successive Sundays without the permission of the Provincial Treasurer's Department, was withdrawn in the London Court, Dec. 21st, no evidence being offered.

Nelson, B. C., is to have new motion picture theatre, on Victoria Street, with entrance from Ward. J. P. Pitner, manager of the Starland Theatre, left for Vancouver to complete details with officials of the Famous Players Canadian Corporation.

Opening of Rivoli, Montreal, December 18th, was a gala occasion. Latest addition to United Amusements Corporation, Limited, Theatres, situated at the corner of St. Denis and Belanger Sts. Mr. Eugene Defebvre, manager; George Nicholas, managing director of United Amusements, seating about 1,700, orchestra, balcony, boxes, continuous performances, opening feature, Laura La Plante in "Her Big Night"—Universal. The officers of the company include N. L. Nathanson as director and Isadore Crepeau, Vice-President. Ernest Cousins, President.

Starland Theatre, Morden, Manitoba, gets fifty feet added to the building which now extends to the end of the property 120 feet. Ceiling has been raised about 10 feet, total height 24 feet. Other improvements include new ventilation, exits, and an added seating capacity of 250, making the total 475. Mr. Wendall is the manager.

New Empire reopens at Timmins, Ont., the old Empire closing. This gives Timmins two motion picture theatres.

Owen Sound Sun Times, Ont., reports "English Films Get Gigantic Trade Orders" and the article from London further states that there will be work for 260,000 men in the steel and iron trades in a few weeks when the end of the coal strike will transpire.

It was reported that M. M. MacBride, former member for Brant South, would be appointed Chairman of the Motion Picture Censor Board for Ontario.

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OFFICE OF THE PREMIER
WINNIPEG

21st December, 1926.

Mr. Ray Lewis,
Man. Dir., Can. Moving Picture Digest,
259 Spadina Avenue,
Toronto, Ont.

Dear Mr. Lewis:

It is a pleasure to have the opportunity, through the Canadian Moving Picture Digest, of expressing on behalf of the Government of Manitoba to all engaged in the Moving Picture Industry in the Province, greetings for Christmas and all good wishes for the New Year. May they all have contentment and happiness at Christmas, and may the New Year with its opportunities to them all, as to all other Manitobans, to do their part in working worthily for the general betterment, bring them their due share of prosperity.

Yours very truly,

JOHN BRACKEN,
Premier of Manitoba.

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"LEETLE OLD NEW YORK"

(Continued from Page 8)

clever talkin' that you feels as if you wuz drinkin' champagne.

* * *

AN I meets R. H. Cockrane and P. D. and they both has real smilin' welcomes. And right in Robert Welch office is such a comfortable sign, it reads, "There is only one place in the United States where you can make money without advertising. In the U. S. Mint."

And I says "Howdy" to George Weeks who is a tonic, and Phil Reisman, who still thinks Canada is great.

And I visits with that Mr. Chantler of First National, who looks and talks like a member of the London Stock Exchange.

And I has a fine talk with Howard Deitz of Metro-Goldwyn-Mayer, who is great on advertising ideas.

* * *

AND I has a long talk with Earl Hammons, the man what made Short Subjects a feature, and Kirkpatrick of Educational; and that "White" chap what handles "The spice of the programme."

And I visits with M. H. Hoffman, he's a real Tiffany, nd Jack Cohen of Columbia, who tells me they establishes the first National Independent Organization.

And Mr. Moeller and Mr. Manus of A.C.A., who sure have some fine pictures.

An' I visits a few more people, but I ain't tellin' all I know, 'cause our preacher sez, "The man that tells all he knows, doesn't know much."

* * *

SO LONG, I got to quit, 'cause that Editor of The Digest sez she ain't publishin' a paper just to hear me talk. So long and give my regards to Broadway.

Everybody says "What Price Glory" is great, and it's comin' to Canada, an' we're goin' to see British Soldiers.

An' if you get a chance see that thar "Ironsides." If James Cruze never directs another picture, he can rest easy on his glory with this one.

An' the actors and actorine — I can't tell you more, 'cause that thar editor is shoutin' "close up."

RUTH TAYLOR, one of Mack Sennett's beautiful blondes, wishes everyone "Good Luck" for the New Year.

Royal Bank Fire

Quite a fire occurred in a building at Ottawa, Ontario, occupied by the Royal Bank of Canada on the night of December 17 through the overflowing of an oil furnace. The bank building is owned by P. J. Nolan, proprietor of the Rex and Columbia Theatres, Ottawa.

Capital, Ottawa, Presents Christmas Pantomime

For the first time in years, Ottawa, Ontario, witnessed a Christmas Pantomime. This was presented at the Capital Theatre during the week of December 20, local amateur and professional artists providing the entertainment. The pantomime was given in conjunction with the film bill, the feature picture being "The Devil Horse." J. T. Moxley is manager of the Ottawa Capital.

Arthur J. Ames

Arthur J. Ames, managing director of Instruments, Limited, Ottawa, Ontario, has been elected president of the Kiwanis Club of Ottawa for 1927, having served as vice-president during the past 12 months. Mr. Ames is head of the firm which is Canadian distributor for varied projection and electrical equipment, including the Ross lens and other English products.

J. M. FRANKLIN HAVING BUSY TIME

J. M. Franklin, of B. F. Keith's Theatre, Ottawa, was busily engaged with three important events, the series included a Christmas eve dinner for all members of the theatre staff, followed by a New Year's social celebration for all employees and also a New Year's midnight cabaret and amateur contest.

On Saturday morning, December 18, he acted as host to crippled children and all the inmates of local orphanages at a special Christmas performance under the auspices of Ottawa Rotary. There were about 1,600 orphans and poor children in attendance and they were delighted with a programme comprising Zane Grey's "Forlorn River," several comedies and vaudeville specialties. As the children left the big theatre they were presented with comforts and candy by Boy Scouts who were on duty at the entrance. The scouts also acted as ushers.

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PROJECTION

By GUY E. McALLAN

IN INSTALLING new machines in a projection room with concrete floor, trouble is often experienced in getting the holding down bolts securely fastened into the floor, the following little kink solves the trouble. Drill the holes quite a little bit larger than the bolt, and then instal the bolt, pouring melted sulphur around it, it will be found that when the sulphur is set the bolt will be firmly secured.

* * *

It will be found quite a help in handling electricians' tape, in close quarters, if the edges of the tape are first scraped off with a sharp knife, this will remove the threads along the edge of the roll, which often tangle it up.

* * *

A very good and efficient lens cleaner can be made as follows: Mix one ounce of strong liquid ammonia with a half pint of water. This will be found very good in dissolving the grease that will sometimes collect on the back surface of the projection lens.

* * *

The travelling projectionist is often called upon to determine which wire of a circuit is positive when setting up for a show, the following is a simple polarity detector:

Make up a strong solution of iodine of potassium, into which has been added a little common starch, now place the two wires to be tested into the solution, with the current turned on, the solution around the positive wire will turn blue.

* * *

A projectionist who was forced to wear glasses fitted up a pair of light colored celluloid discs to fit the lens of his glass, the discs were colored a light amber; and helped greatly in reducing the eye strain caused by the glare of light back from the spot on the apperture.

Almonte Quarantine Raised

The town of Almonte, Ontario, has emerged from the smallpox quarantine and the Orpheum Theatre, Almonte, is once more enjoying complete patronage, following a period during which public gatherings were discouraged. Manager M. B. Simpson has booked a number of attractive pictures and also staged a matinee on Saturday, December 18, as a Santa Claus feature. Presentations recently included "The Road to Mandalay," "The Volga Boatman" and "Combat." Regular prices range from 10 to 30 cents.

"UPSTAGE" FOR REGENT DURING CHRISTMAS WEEK

Raymond Tubman, manager of the Regent Theatre, Ottawa, Ontario, decided that he did not want a child picture for this downtown house for the holiday week and booked "Upstage," starring Norma Shearer, instead, this being for the week starting December 25. As a special attraction, however, he arranged a concert at the Regent for the Ottawa Boys Choir of 60 voices, this organization being featured once each matinee and once every evening during the week between Christmas and New Years. The Capitolians, comprising the special house orchestra, also appeared in special numbers twice daily under the direction of Orville Johnson. The pipe organ only is used as musical accompaniment for the feature picture, the Capitolians playing for the film comedy and news weekly.

38th BATTALION BAND DID NOT SHOW

The 38th Battalion Band of Ottawa, Ontario, was prevented from holding its proposed concert in the Columbia Theatre, Ottawa, last Sunday through an order received from the Ontario Government prohibiting the event. The order was received too late for public announcement and both the band and the crowd had gathered at the theatre. The message was read out to the people, whereupon the band was invited to play in the Knights of Columbus Hall situated nearby. A large number of people heard the concert in the hall. The Columbia Theatre is owned by P. J. Nolan, who explained that he had loaned the theatre to the military band free of charge so that the musical organization could raise money for equipment.

FRANK TOUTLOFF HELD

Frank Toutloff, hotelkeeper of Gatineau Point, Quebec, is held in $10,000 bail on a charge of having set fire to the Moreau Theatre, Gatineau Point, six years ago, an alleged admission having been secured from Cherrier Cyr, an alleged accomplice, that he aided Toutloff in burning the theatre. This was told by Cyr only recently, the arrest of Toutloff following.

Bail was originally set at $15,000 but when the case came up in the police court it was reduced to $10,000. Toutloff had marked cheques for the $15,000 in court with him when he pleaded not guilty.

New Orpheum Theatre For Vancouver, B.C.

Will be Second to None in Los Angeles, Home of Million Dollar Theatres.

Plans for the New Orpheum Theatre, Vancouver, B.C. is said to embody the latest architectural advantages of a medern theatre. It will according to the architects, Messrs. Marcus B. Priteca, of Seattle, and Frederick J. Petro, take second place to no theatre either in 'Frisco or Los Angeles.

Six bids, five by Vancouver and one by Seattle have been submitted. The contract will, in all probablity, go to a Vancouver contractor.

The theatre will occupy a site fronting 170 feet on Seymour St., by 120 feet, the depth of the property to the lane. The lane will be bridged and an entrance 25 feet wide will open from Granville St.

The foyer will rise open to the ceiling, three storeys in height introducing a new form of architecture in Vancouver.

The lower floor of the Grand Foyer, on Seymour Street, will be approached by an entrance designed for the convenience of patrons arriving in their cars.

The balcony will seat 1,200, while the orchestra will seat 1,800, divided by five aisles.

An organ will be installed in the pit. A full stage, 22 feet deep, and 120 feet wide, the proscenium opening 56 feet wide.

Dressing rooms on stage and in basement a chorus room. The innovations in addition to the usual gentlemen's smoking room, ladies' rest room will include a nursery and a hospital with a trained nurse available.

The decoration, Italian Renaissance. The cost around a million dollars.

LORD BEAVERBROOK PRAISES PARAMOUNT "BEAU GESTE"

"The Daily Express," published a letter of praise from Lord Beaverbrook in connection with Paramount's "Beau Geste," which Lord Beaverbrook states combines excellent entertainment with a fine view of British Character.

Bedford Theatre, Toronto Recently Opened

The Bedford Theatre, situated on North Yonge Street., at Glen Forest, was recently opened. The theatre is three blocks from the terminal Radial Station at the City Limits.

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Round About the Studios

GEORGE BANCROFT, who plays a featured role in support of Jetta Goudal in "White Gold" at the DeMille Studio, has portrayed western movie villains since his first day in pictures.

MARION NIXON, one of the most popular of the younger actresses of Hollywood, has been engaged by DOUGLAS MacLEAN as his leading woman in the comedy star's next Paramount picture "LET IT RAIN." Eddie Cline will direct. Miss Nixon's last appearance in a Paramount picture was in Raymond Griffith's comedy, "HAND UP."

W. C. FIELDS, the comedian, and MARY ALDEN, foremost among the screen's dramatic actresses, will be seen in a reversal of their usual roles as Pa and Ma Potter in Fred Newmeyer's picturization of the stage comedy, "THE POTTERS."

Exactly 786 baseballs were used in the filming of Director Turnbull's PARAMOUNT comedy, "CASEY AT THE BAT," with WALLACE BEERY.

"GUNBOAT" SMITH, famous prize fighter, will have a chance to carry on his fistic propensities in "WINGS," PARAMOUNT'S superpicture of the air service in the World War. He will play a pugnacious, rough-and-tumble top sergeant.

GLENN TRYON

Hal Roach comedian, goes to see himself work in one of his Pathe Comedies.

VIRGINIA VALLI

beautiful Fox star, appearing in "The Family Upstairs," one of Fox's most popular features.

MARIE PREVOST is surrounded by four directors in making "GETTING GERTIE'S GARTER."

E. Mason Hopper is directing this adaptation of the famous stage farce for Metropolitan Pictures, while in the cast are Charles Ray, Harry Myers and Del Henderson, all three of whom have directed a number of successful pictures.

In the cast of "No Control," a circus story which Scott Sidney is directing for Metropolitan Pictures, we find HARRISON FORD and PHYLLIS HAVER in featured roles. This is a screen version of Frank Condon's Saturday Evening Post story, with Jack Duffy, Tom Wilson, E. J. Ratcliffe and Toby Claude in other important roles.

Although they starred in theatres on the same street in Vienna several years ago, Rudolph Schildkraut and Victor Varconi, popular European stage stars, met for the first time recently at the DeMille Studio in Hollywood.

Schildkraut is playing "Caiaphas," and Varconi interpreting the role of Pontius Pilate, in "The King of Kings," Cecil B. DeMille's pictorial story of The Christ.

COLLEEN MOORE'S next for FIRST NATIONAL will be "MISS GEO. WASHINGTON."

CONSTANCE TALMADGE'S latest picture for FIRST NATIONAL has been changed from "Carlotta" to "ALL NIGHT." ANTONIO MORENO will play the male lead opposite Miss Talmadge.

FRED NIBLO will direct "CAMILLE," NORMA TALMADGE'S next for FIRST NATIONAL, and GILBERT ROLAND will play opposite.

After completing "PARADISE FOR TWO," RICHARD DIX will star in "KNOCKOUT RILEY," for FAMOUS.

"THE CHEERFUL FRAUD," starring REGINALD DENNY, will soon be released by UNIVERSAL.

TOM MIX will next be seen in "THE CANYON OF LIGHT," for FOX.

MAE MURRAY and GRETA GARBO both refused to play in "DIAMOND HANDCUFFS" so the title was changed to "Women Love Diamonds," and PAULINE STARKE has the lead, directed by EDMUND GOULDING, and released through METRO-GOLDWYN-MAYER.

JETTA GOUDAL will be seen shortly in "WHITE GOLD," a Metropolitan production.

LARS HANSON

an actor of distinction, playing opposite Lillian Gish in "The Scarlet Letter" for Metro-Goldwyn-Mayer.

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Featuring Allene Ray and Walter Miller

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Featuring Dorothy Phillips and Wallace MacDonald

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Starring Gene Tunney, World's Heavyweight Champion

Casey of the Coast Guard
Featuring Wm. O'Hara and Helen Ferguson

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Entertainment Artists

Fred Thomson
Ralph Ince
Red Grange
Conway Tearle
George O'Hara
Tom Tyler
Frankie Darro
Nat Carr
Bob Custer
Jack Luden
Johnny Harron
Victor McLaglen
Al Cooke
Kit Guard
Charley Bowers
Maurice Flynn
Richard Talmadge
Silver King
Ranger

Entertainment Writers

Gene Stratton-Porter
H. C. Witwer
Mary Roberts Rinehart
Peter B. Kyne
Kathleen Norris
Stewart Edward White
John Moroso
Laura Jean Libby
Edgar Rice Burroughs
Byron Morgan
Arthur Guy Empey
Sam Hellman
Al Boasberg
Percy Heath
Leon De Costa

We Are Proud

GREATER F.B.O. enters the new year with a feeling of pardonable pride. We are proud of our product--past--present--and prospective. We are proud of the way the exhibitors of Canada have stood behind us. We are proud of their success with GREATER F.B.O. Pictures.

To the Canadian Exhibitors, who by their patronage have made possible the wonderful progress of our Company, we extend our sincere thanks.

To the comparatively few exhibitors who have not yet been able to test the value of GREATER F.B.O. Pictures, we extend a hearty invitation to avail themselves of the opportunity early in the new year.

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OF CANADA LIMITED

P. C. Taylor,
General Manager.

Entertainment Artists

Viola Dana
Belle Bennett
Mary Brian
Margaret Livingston
Alberta Vaughn
Margaret Morris
Shirley Mason
Vera Gordon
Olive Hasbrouck
Mary McAllister
Dorothy Dunbar
Lorraine Eason
Bess Flowers
Gene Stratton
Adamae Vaughn
Doris Hill
Lois Boyd
Yvonne Howell
Evelyn Brent

Entertainment Producers

Edwin C. King
J. Leo Meehan
Ralph Ince
Phil Rosen
James Hogan
David Kirkland
James Horne
Sam Wood
Del Andrews
Eddie Dillon
Jack Hawkes
James Wilkinson
Bob DeLacey
Jack Nelson
Chet Withey

A. L. GAUDET
Manager, St. John Branch

S. H. DECKER
Manager, Montreal Branch

BARNEY MURPHY
Manager, Toronto Branch

How
GREATER
F B O
has grown!

T. NEWCOMEN
Manager, Winnipeg Branch

VERNON DIXON
Manager, Calgary Branch

A. E. RALSTON
Manager, Vancouver Branch

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CANADIAN MOVING PICTURE DIGEST

Vol. 18, No. 36. TORONTO 2, CANADA January 8th, 1927

DETROIT, MICH. (*by wire*) This city witnessed the greatest demonstration in its history with opening of Lon Chaney in "Tell It to the Marines" at the Madison Theatre. From one this afternoon until nine-thirty tonight it has been standing room only.

NEW YORK. At the Embassy Theatre Lon Chaney in "Tell It to the Marines" has already attained a four-weeks advance sale at $2 admission. Broadway theatre circles predict for Metro-Goldwyn-Mayer another "Big Parade" success.

PUBLISHED BY

CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

259 SPADINA AVENUE, TORONTO 2

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THE BIGGEST BET IN THE INDUSTRY TODAY!

from coast to coast the news is speeding:

METRO-Goldwyn-Mayer's
OVERNIGHT hit!
ON Broadway!
AT $2
CRITICS raving!
AUDIENCES thrilled!
NOT since
THE Big Parade
SUCH a welcome.
ON every film row
THEY'RE talking.
CONTRACTS going.
ACT quick
TOMORROW may be
TOO late!

and then comes another M-G-M $2 hit

LON CHANEY in TELL IT TO THE MARINES

WATCH ITS BIG BROADWAY OPENING!

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"We're in the Navy Now"
We cop the dough--and HOW!
Come on and get rich,*
Don't sleep at the switch**
"We're in the Navy Now"!

★ *By actual count the Biggest Money Getter of 1926.*

★★ *Naturally, this doesn't mean you. You've either played or booked it.*

WALLACE BEERY

and

RAYMOND HATTON

in

"We're In the Navy Now"

An Edward Sutherland Production

A Paramount Picture

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OH! BOY WHAT A PICTURE!

BEBE DANIELS in "STRANDED IN PARIS"

WITH JAMES HALL, FORD STERLING, IRIS STUART

DIRECTED BY ARTHUR ROSSON

One of the

15th Birthday Group

of

Box Office Knock-Outs

A Paramount Picture

Famous-Lasky Film Service, Limited

Toronto - Montreal - St. John - Winnipeg - Calgary - Vancouver

Go gle

"The Biggest Money Makers of 1926"

After all is said and done there remains one thing that counts biggest in motion pictures and that is ENTERTAINMENT. Frills and fancies may have their place; the dreams of directors may be given scope, and Art, precious Art, must ever be recognised. But all these things are of secondary import and it is ENTERTAINMENT that keeps the cashier smiling. "ENTERTAINMENT" is the word that means most to the exhibitor and it has been the unceasing slogan of GREATER F. B. O. All of which leads up to the latest report of Exhibitors Herald following a recapitulation of exhibitors' statements to that journal during 1926.

This is a yearly feature of the Herald and is recognised by all sections of the industry as being the most reliable guide as to who's who and what's what. The current report very emphatically vindicates F. B. O.'s policy of putting ENTERTAINMENT before all else in the production of pictures. Not only is the general run of our product placed highest in percentage of pulling power but one of our pictures has been voted to the top of a list of 684 others, head and shoulders above its nearest competitor. That leading picture is

Gene Stratton-Porter's

"The Keeper of the Bees"

Directed by J. Leo Meehan

Gene Stratton-Porter also gave you "The Girl of the Limberlost" and for 1927 F.B.O. exhibitors can repeat these successes with two more Porter pictures by the same director.

LADDIE

The author's most popular story thus far picturized.

THE MAGIC GARDEN

Now running in McCalls Magazine (circulation 2,200,000)

What Entertainment Means

The following table was prepared by Exhibitors Herald from reports submitted to their department "What The Picture Did For Me." The exhibitor figures the percentage of each picture by comparing the business secured with his box-office record.

Distributor	No. Reports	Average %
FILM BOOKING OFFICES	**43**	**67.36**
Next company	**19**	**65.76**
Next company	**67**	**65.61**
Next company	**92**	**61.82**
Next company	**68**	**61.58**
Next company	**45**	**60.33**
Next company	**63**	**56.88**

How* Greater F.B.O. *has grown!

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Canadian Moving Picture DIGEST

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GEORGE C. WILLIAMS
President

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The Year's Review

THROUGH the mirror of 1926, The Digest will present those pictures in review, which in all probability were new to Canada; though New York had a view of some of them in 1925.

"The Big Parade" of Metro-Goldwyn-Mayer fame, which presented Vidor the King, or King Vidor in royal array; and Renee Adoree, adorable 'tis true as a Mademoiselle, one that any man would long to woo. John Gilbert too, tres bien, il a le diable au corps. What I mean to say is, that he is a bit of a very good devil.

RAY LEWIS

"Ben Hur," whom Marcus Loew identified as his own, and learned that wherever 'twas shown, his name in dignity hath grown, "Ben Hur" majestic in its majesty, graced our screen, directed by Fred Niblo and revealing scene upon scene of beauty's grace, not forgetting the glory of Betty Bronson's face, as Mary.

Ramon Navarro for Judea's fame, as the Prince Ben Hur; and all the host of players which we did acclaim full well and heartily, make "Ben Hur" victor of "The Chariot Race" running neck and neck for popularity with "The Big Parade;" and yet leaving "The Big Parade" the victory of being a passing show supreme of intimate humanities.

"Variety," the Paramount U.F.A., makes the world of screendom gay, with approbation. Emil Jannings adds to his stature's grace, a role that even time will not efface; and under Dupont's magnificent skill Lya de Putti yields her will to passion, setting a fashion for emotion's possibility upon the screen, the rhythm of the pulse's beat, "Variety," love's white heat, a symphony of passion.

No laurel wreath I do bestow, since sophistication is a necessity towards its admiration, its enjoyment to the fullest degree; and though this Flapper age hath a knowing look, much of it is "knowledge by the book," a repartee which can by "hook or crook" solve the problem, why "Gentlemen Prefer Blondes?" but for subtleties or Rabelaisian satires, they have no wit, no inhibitions, no kindred fires, they are not "It."

"Beau Geste" is closer to their heart's desire, British in its strain, directed by Herbert Brenon and written by Wren, both of British fame; and through which Paramount doth gain a lustre on the summit of that mountain peak which rises to survey fields unconquered, o'erlooks the firmament of its stars, and worlds in story, which it creates and weaves, gathering in a harvest of golden sheaves.

"Beau Geste" is among the year's best, a story such as every man can love, in every man's country, nay, this love of chivalry, 'twixt brother and brother, reveals the infinity of love, such as was conceived by "The Eternal Lover," He Who Laid Down His life for man, all men His Brother.

"Old Ironsides" which glides within this year's reflective glow, spans a stride which gods do know, seven-leagued is its length, a Hercules of Strength. Its world cruise will win its country fame, but in the U. S. A. the name, of James Cruze and "Old Ironsides," Paramount, will receive the most acclaim; and every box-office in their domain will tell a tale of gain.

"What Price Glory," Fox's pet, directed by Raoul Walsh, is yet fresh in the battle of winning its place, among those who started earlier in this race, for glory's place; and yet the Captain Flagg which Victor McLaglen knows, is Victor as he was in British trenches, winning his fight through barbed wire fences. This British spirit hath McLaglen brought to grace the fight which "What Price Glory" shows.

And now one leapeth in our midst, cutlass in hand, a sword or two, "The Black Pirate," blazes into view. Douglas Fairbanks in his athletic feat, disperses all his enemies, in manner neat, dressed in frills and furbelows, buckskin and shining blade, by pirates pressed, so dressed, we find Doug at his best. A romance of Romance, death for a lady's fair hand, and "Doug" always the leader of the band. A good show which we know "Doug" would not show unless he could look every exhibitor in the eye, while his salesmen gathered in the "dough."

Shades of Barrymore and Drew, here cometh their son, born anew, smelling of brine. Come forth, my lad, prithee pardon me. Time hath not pressed thee hard, but hath already made thee a bard, of the stage, a Hamlet that doth need age, to feel there's more money in motion pictures than Shakespeare's poesy. Ah, "the ills to which the flesh is heir," go to, go to, the screen is a snare; and but it net thee in so happy a play as "The Sea Beast," Shakespeare's loss is the screen's gain, and Warner's faith would retain the profit of "The Sea Beast's" mane. 'Tis big, 'tis free, the salt of the sea, it wins its race for place, easily.

"Stella Dallas" which gives us Belle Bennett. Those who are afraid to mar their pretty face with a mimetic grace, learn how histrionic ability can mount the tragedy of looking ridiculous, when love or hate, pity, or a tragic contemplation of fate, distorts the physiognomy, causes the form to bulge, to shrink, wobble, wiggle, topple or go limp. Despite such anatomical disability, Belle Bennett always looks and acts magnificently. A handsome

(Continued on Page 9)

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THE YEAR'S REVIEW

(Continued from Page 8)

wench who loves her art, even though it gives her a part dressed fantastically. Other players too, and the director, Henry King, we show in Art's interpretative row.

"A Kiss for Cinderella" gives us a "Peter Pan" were he of feminine degree, patterned after Betty Bronson, she, who won a stardom for her crown, of Paramount renown, she, of elfin grace, as near to Maude Adams as a screen star could be, a whimsical, will o' the wisp, with a heavenly face, and through which the freshness of youth. the joy of doing for doing's sake, finds its place.

"The Volga Boatman," Cecil DeMille's Mass poem, with vistas that mirror Nature in her loveliest rhapsody, has caught the lyrical minor chord of Russian poetry, the same which made Chaliapin's name. Fain would I dwell on all the beauty of its imagery, the strain which De Mille in wizardry invoked ,to give his "hokum" space and grace of carriage. Let it suffice that 'twixt this "Boatman" and the box-office there was a moneyed marriage.

Last but not least "Moana of the Sea," recalls itself to memory. Ah, the freshness of its native plain, "nature undressed" as nature designed man to be, "Moana" recalls an ecstatic revery, all hail Captain Flaherty.

'Tis done, the year's race is run, a goodly show the winners make, with many more crowding the line to capture the stake, the purse of popularity. Comedies and tragedies. Murnau's "Faust" is a devilish festivity, with Janning rushing into publicity, through the originality of his Satanic mien. Marguerite too, who makes a modest queen of innocence outraged; and for whose compensation Murnau staged scenes supreme.

The clock strikes twelve, the year doth close, but "The Son of a Sheik" arises to declaim, "Before the year grows cold, name me, my name." Therefore, to ease his spirit and my conscience whim, I crowd him into the list of those who win. Valentino, peace to his soul, he gave the world a bit of poetry, let those who raise a high-brow, call it prose or posey, let these arch their eyes, all realize that Valentino's race is run, but he hath a place in the Motion Picture Sun.

Milton Sills in "Men of Steel" enters in the year's full wheel, of winners in competition. Mounts the number to full fourteen, and eliminates the repetition of "the ten best pictures I have seen."

Lillian Gish in "The Scarlet Letter," if I left her out I should know better. Also this same star in "La Boheme," bathed in sadness was the theme, but the merit, one can compare it, with the best the screen has seen.

Such a pageant the year presents, Colleen Moore, she is immense, First National's recompense. "It Must Be Love" is sure "some show," let all such comedies grow and grow.

Marie Prevost in "Mabel's Room," a P.D.C. which punctures gloom. H. B. Warner in "Silence" drew, a winning ticket from me, from you.

Pushing his way to the front line, Lon Chaney, is in his prime. "Tell It To The Marines," is full of cheer, a rousing finish to Metro's year.

Before me a lady of degree, sails along gracefully, Florence Vidor as the Duchess, and Menjou as a Waiter, marked Malcolm St. Clair as a Screen Creator.

Adieu, kind friends, the New Year I espy. Let the curtains unfold, the new pictures draw nigh.

Ray Lewis

Dolores Costello takes the girls into her confidence in Warner's tense drama, "The Third Degree." Louise Dresser, Rockliffe Fellowes, and many distinguished players support the star.

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s present for Extended Runs

CHAPLIN

as "OLD BILL" in

"he Better 'Ole"

The Critics Cheer!

Absolutely hilarious....positively riotous. I am recommending "The Better 'Ole" highly.

—The Telegram

A splendid piece of work. Keeps audience in spasms of laughter.

—The Globe

More laughter and real fun than we have ever heard or seen. Wonderful—funnier than cartoons and play. Highest peak of screen artistry.

—The Mail and Empire

An improvement on the play. Best Syd Chaplin has done.

—The Daily Star

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Capitol, Moose Jaw, Sask.
Capitol, Regina, Sask.
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Capitol, Paris, Ont.
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Temple, Brantford, Ont.
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Capitol, Cobourg, Ont.
Capitol, Brandon, Ont.
Queens Sq., St. John, N.B.

ED RUN PRODUCTIONS

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Ray Presents

WE ARE going to have a New Independent Chain of Theatres, organized by Sam Bloom and Sam Fine, members of the Motion Picture Theatre Owners of Canada, Ontario Division, Mr. Bloom being on the committee at large of the Motion Picture Theatre Owners of America also.

* * *

I believe the new chain of theatres is to be called the B. & F. Circuit, and will include in addition to the houses controlled by the gentlemen named, namely, Danforth, Plaza, Mavety, Christie, Toronto; several houses with which the Famous Players Canadian Corporation were in affiliation, or in control. Mr. N. L. Nathanson is reported as interested in the new B. & F. Circuit. The theatres which come into the chain are said to be "The Teck," "The Beaver," "The Classic," "The York," the new theatre on Main Street and Danforth Avenue when it is completed.

"The Classic" was formerly owned by Joe Cohen, who is now operating "The Garden," Toronto. Mr. Cohen sold his theatre quite recently to the Famous Players, when two new theatres were announced as going up within three blocks of him. Mr. Cohen was one of the organizers of the M.P.T.O. of Canada and treasurer of that organization until 1926.

* * *

I HAD an interesting talk with Howard Dietz, Director of Publicity and Advertising for the Metro-Goldwyn-Mayer organization. I asked Mr. Dietz what he thought of Trade papers and their standing, their power. Mr. Dietz's opinion is worth quoting, for the Metro-Goldwyn-Mayer advertising has a marketable quality about it, that attracts readers and buyers; and surely this is the sum total of what a publicity-advertising manager can accomplish.

* * *

Mr. Dietz calls our Trade press "The Mouthpiece of the Industry." He believes in an increase of its power. He recognizes its salesmanship values. He credits it with increasing the sales of product; and thereby decreasing the cost of pictures to exhibitors. "It is the medium through which producers and distributors make their presentations to exhibitors," states Mr. Dietz.

LOUIS ROSENFELD
General Manager, Columbia Pictures Ltd. of Canada.

* * *

"ADVERTISING should be attractive, readable, magnetic, easily grasped by the mind and the eye," and among the feature pages of the Trade press. Yes, I am for Trade press advertising, I am for the support of the press of our screen which have something to say, publications which are news mediums, publications which have editorial vision, publications which do not make the business of securing advertising their sole interest.

As our producers strive to add to the existing value of the Metro-Goldwyn-Mayer Trademark, so do we who come into advertising and publicity contact with the Trade press, expect a setting for the advertising we place therein.

The publication which is of value to us, is the publication which has something to say; and knows how to say it in its editorial pages."

* * *

We always knew that Howard Deitz knew what he was talking about, but it certainly was an inspiration to get this "Straight from the shoulder talk" from him.

Fifty-One Theatres Give Montreal $42,906 Fees

The fifty-one Motion Picture Theatres in Montreal, give the city $42,906 in license fees.

Toronto Theatres

UPTOWN—"London," with Dorothy Gish — British National Pictures — Paramount. Class B. Dorothy does good work with only fair material.

REGENT—"The Better 'Ole," with Syd Chaplin — Warner. Syd is a riot in this hilarious comedy. Class B plus.

TIVOLI — "The Silent Lover," with Milton Sills — First National. Sills again thrills theatre-goers in this silent drama of the desert. Class B.

LOEW'S — "Valencia," with Mae Murray — Metro-Goldwyn-Mayer. Beautiful Miss Murray delights her audience in this romantic tale of Sunny Spain. Class B plus.

PANTAGES — "The Blonde Saint," with Lewis Stone and Doris Kenyon — First National. This couple can always be depended upon for a pleasant evening's entertainment. Class B.

Neighborhood Theatres

PALACE — "Love's Blindness," Pauline Stark and Antonio Moreno — Metro-Goldwyn-Mayer. Class B. Pauline Stark and Antonio Moreno are a good combination. "We're in the Navy Now," with Wallace Beery and Raymond Hatton — Paramount. The funniest of the funniest comedy and leave it to Beery and Hatton to cure you of the blues. Class B plus.

PARKDALE — "Bardleys the Magnificent," with John Gilbert — Metro-Goldwyn-Mayer. Good box-office attraction. Class B plus. "The Flaming Forest," with Antonio Moreno — Metro-Goldwyn-Mayer. Moreno gets a chance to do some real acting. Renee Adoree as adorable as ever. Class A.

COLLEGE—"The Four Horsemen," with Rudolph Valentino — Metro-Goldwyn-Mayer. Class A. "The Temptress," with Getro Garbo — Metro-Goldwyn-Mayer. Class B plus. As a vampire, Greta wins first prize, and in this picture she is superb.

BEACH — "Gigolo," with Rod La Roque — P.D.C. La Roque fans will enjoy this picture. Class B. "Sparrows," with Mary Pickford — United Artists. Class B. Mary as "little" as ever, and as sweet.

CAPITOL — "Midnight Lovers," with Anna Q. Nilsson and Lewis Stone — First National. Class B. Good box-office draw. Miss Nilsson good to look at.

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SPORTS
By LIONEL HARPER

THE SENIOR clubs in the Toronto Hockey League commercial series who play their games every Friday evening at the Ravina Rink, Toronto's second artificial ice palace, will have something to battle over in their ice arguments this Winter. Ravina Rink is the Mecca for all the West End hockey enthusiasts and the games are played before three and four thousand fans who take their hockey seriously. Every single one of those thousands pick their favorite and then stand up and cheer them on until they are so exhausted they can hardly walk home. Every fan in the West End of the city looks forward to Friday evening as the biggest night of the week and they go well prepared for whatever comes from the clash between their favorites and their hockey enemies.

As was said before, these hockey mad enthusiasts of the West will have something to battle over besides the glory and the triumph which goes to the final victor. Thos. S. Daley the popular manager of the Tivoli Theatre, has presented a huge trophy for competition in the series. The trophy will be designed especially by the donor and will be for annual competition with the team winning it three years in succession taking permanent possession. The silverware will be called "The Tivoli Trophy."

The commercial series at Ravina Rink is on a par with the hockey played in the O. H. A. senior series; players from these teams taking part in the Friday evening feuds. Such stars as Harry Watson, the greatest amateur hockey player of them all and Dr. L. Hudson, the former Varsity captain now with the Varsity Grads, are seen in action every week. Practically every O. H. A. team in Toronto is represented in the league. The games last week were very closely contested with one goal margins separating each team when the last bell rang.

We Thank You

Dec. 30th, 1926.

Ray Lewis,
Canadian Moving Picture Digest,
Toronto, Ont.

Dear Miss Lewis:

I wish to congratulate you upon the wonderful "Christmas Number" of the "Digest," which only goes to show what wonderful strides we are making in Canada.

The work that you are doing should be an inspiration to everyone interested in the amusement field in Canada, to greater efforts during 1927.

Very truly yours,
L. J. STRAW,
The Colonial, Port Arthur, Ont.

C. W. MONTROSE TO ERECT STUDIO FOR MOTION PICTURES

ON A LITTLE FARM on the sixth line of Trafalgar, just about opposite the Oakville Golf Club, C. W. Montrose will erect a motion picture studio. Mr. Montrose is credited with having directed the training of "Rin-Tin-Tin." He has an international reputation for the training of police dogs and animals for such companies as Paramount, Fox, Pathe, International.

Mr. Montrose recently purchased the farm from H. C. Hagerman and at present a staff of carpenters and builders are at work remodelling the old farm house for offices; and are further engaged in the erection of a fire-proof studio in the rear. Mr. Montrose is to produce two-reel dog dramas in the lighter dramatic vein.

Harry Druker, who "shot" "The Son of the Sheik," Valentino's last picture has been engaged for camera work, also Jack Lilie. Production will commence Feb. 1st.

Mr. Montrose when asked why he selected Oakville stated that it had just the location desired, surrounded as it was with every kind of landscape suitable for the production of the pictures he had in mind.

Seven highly pedigreed and trained police dogs are now ready to become canine motion picture actors.

Mr. Montrose is British born.

We Thank You

December 31, 1926.

Miss Ray Lewis,
Canadian Moving Picture Digest,
259 Spadina Ave.,
Toronto, Canada.

Dear Miss Lewis:

You certainly had a mighty good looking Christmas Edition of The Digest and it is a compliment to your editorial ability.

No question, there is a certain place that your paper can fill in the operation of this industry in Canada.

As you know we use your publication from time to time.

Prosperity with new business for the New Year is the best New Year wish that Warner Brothers can express.

Sincerely,
VITAGRAPH, INC.
SAM. E. MORRIS,
General Manager.

Merry Christmas Tree

The largest Christmas Tree on display in Ottawa during Christmas and New Year's Weeks was the monster fir, some 30 feet high, which stood at the foot of the grand staircase in the foyer of B. F. Keith's Theatre.

PROJECTION
By GUY E. McALLAN

A simple and effective fire extinguisher for the theatre projection room or stage switchboard can be made as follows:

Obtain two burnt out lamp bulbs which should be quite large, say 250 or 500 watts size and fill one with a solution of one half water and one half sodium bicarbonate; and fill the other bulb with a solution of one part of sulphuric acid to ten parts of water, the bulbs can be filled very easily by putting under the solution; and then breaking off the tip when the liquid will rush in, the tip is now sealed with wax and the two bulbs bound together with tape. In case of fire throw them at the base of the flames which will cause the glass to break an dthe two liquids, on mixing, will generate carbon dioxid gas and smother the flames.

* * *

A good Film Cement: 4 oz. Collodion, 3 oz. ether, 1 oz. denatured alcohol, 1 oz. Camphor. Mix together and then cut up two feet of film which has had the emulsion cleaned off and place in solution.

* * *

With many generator sets such as the "Transverter" there is supplied a panel box which contains the field rheostat, ammeter and voltmeter. While the instruments supplied on these outfits leave nothing to be desired, the scale on the face of the meter is quite fine and rather difficult to read in a dimly lighted projection room. The writer has often corrected this by fitting a small magnifying glass over the meter face which so enlarges the characters that they can be read at a glance.

We Thank You

Weston, Dec. 28, 1926.

Canadian Moving Picture Digest,
259 Spadina Ave.,
Toronto, Ont.

Dear Ray Lewis:

Please pardon me for sending you this little reminder. Allow me to congratulate you on the real Digest you have issued this December, dated the 25th. I have been taking this Journal since its first issue. You will remember when you asked for suggestions as to the name to give your valuable Journal. When it was christened The Digest, I suggested to call it the Exhibitors' Friend; and I consider that it is the real friend of the Picture Trade and all in that line of business. If every one that is interested in the films and show business would subscribe to The Digest, they would get some of the real information that they really require.

An old stand-by,
J. A. MORRISON,
Weston, Ont., Box 71.

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A "PATHE SERIAL" THAT SETS A NEW HIGH STANDARD

THE HOUSE WITHOUT A KEY

With ALLENE RAY and WALTER MILLER

WHO KILLED DAN WINTERSLIP? A question that will grip the minds of your audiences and make them come back week after week to see the ten episodes. A mystery as deep as the ocean. You pick man after man as the murderer, only to admit that you are baffled.

From the Saturday Evening Post Story by Earl Digger.

Directed by Frank Leon Smith.

PRODUCED WITH AS MUCH CARE AND AT AS GREAT COST AS THE BIGGEST SUPER-FEATURE

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Metro-Goldwyn-Mayer's Parade of $2.00 Hits

Ready for Booking Right Now

The Fire Brigade

MAY McAVOY and CHARLES RAY

Fire chiefs in every important city in Canada and the United States have lent their influence toward exploiting this feature. Thrills never before caught by the camera are included in this epic-film that glorifies the nation's fire-fighters.

Tell It to the Marines

Featuring LON CHANEY

The screen's greatest actor in the greatest picture of his wonderful career. Now the talk of the U. S. A., and soon will be a sensation in Canada. Never anything like it in the history of motion pictures.

The Scarlet Letter

Featuring LILLIAN GISH

Nathaniel Hawthorne's masterpiece picturized. An amazing, overpowering story that will thrill you to your very soul. Directed by the man who made "He Who Gets Slapped." Now in its fifth month on Broadway, New York.

These are the Three Big Outstanding Super-Features of the Present Season and as Box-Office Attractions are Unrivalled

Regal Films Limited

Sole Distributors for Canada

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MUSIC COMBINE DEMANDS HIGH FEES

THEATRE OWNERS are rather startled by the yearly license fees demanded by the Canadian Performing Right Society. In England the yearly license fee is twice the rate charged for strictly vaudeville houses; and yet is reasonable compared with what is being asked in Canada. Over there they charge the motion picture one per cent. of the receipts for one night multiplied by 52 weeks. For example a thousand seat house charging 25c admission would be figured at (1000 x 25c) $250.00 multiplied by 52, or $13,000.00. The fee would be one per cent., or $130.00 per annum.

In the United States the music combine there ask approximately 10c a seat and in the same case the fee would be $100.00 a year.

The other day the Casino Theatre of Halifax asked the Canadian Performing Right Society what would be the cost of a license for that house with 1034 seats, charging an average of 25c admission. The price quoted was $150.00 a year.

Under the English tariff of fees, the Casino would have to pay $137.28, and under the American tariff $103.40.

There is this vital difference, however. If the theatre were in England the license would cover all music used in England, and if the theatre were in the United States the license would cover all music used in the United States. The license offered by the Canadian Performing Right Society to the Casino Theatre of Halifax covers only the repertoire of the British Society, and therefore covers less than half the music played at the Casino. Therefore the fee asked is absurd.

There is some possibility of the music combine of the United States and the music publishers of Great Britain getting together and demanding only one fee for Canada. If that should happen the situation would be changed. In the meantime the Musical Amusement Association of Canada, of which Col. Cooper is the acting executive, is advising all its members to refuse to take any licenses which cover the British repertoire only, for two reasons—because the price demanded is exorbitant, and because the paying of it would simply render the theatre libale to pay approximately double the amount to the American Society of Authors and Composers.

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Maurice Davies' Poetics

Maurice Davies, the genial manager of Regal's Montreal exchange, is guilty of the following:

"It may tickle the susceptibilities of each of 'The Four Horsemen' or 'Ben Hur' to see 'The Fire Brigade' with 'Tin Hats' fighting the 'Flaming Forest.' Peradventure it might even soften the hearts of Mephistopheles in 'Faust.' But amongst the finest tonics for any 'Nervous Wreck' or in fact for anybody requiring wholesome relaxation, Regal productions are second to none. They tickle, they elevate, they educate."

Having got this off of his chest, Maurice proceeded to celebrate the New Year in typical Montreal fashion.

New Theatre, Aylmer

The Town Council of Aylmer, Quebec, has approved the application for a permit for the construction of a new moving picture theatre in Alymer to replace the Family Theatre which was destroyed by fire of unknown origin recently. The new house will be of fire-proof construction, the materials to be brick and stucco. The frontage is 30 feet and the depth 100 feet. The application was made by E. and U. Lavigne, sons of Mrs. Lavigne who owned the previous theatre. Building operations are to start immediately.

LOEW'S Inc. SUBSIDIARIES SHOW NET PROFIT

The report of Loew's Inc. and subsidiaries, in the Financial Post for year ending August 31, 1926, shows net profit of $6,388,200 after depreciation amortization.

Federal taxes and other charges, equivalent of $6.02 a share earned on 1,060,780 shares of no par capital stock. This compares with $4,708,631 or $4.43 a share in the previous year. Profit and loss surplus on Aug. 31st last was $10,623,080 against $6,375,309 a year ago.

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Five Units Are Now Active At Chadwick Western Studio

James Young, Jack Nelson, Arthur Gregor and Walter Lang Directing.

WITH FIVE PRODUCTION UNITS now active at the Chadwick studios in California, the company sets a new record for simultaneous production. Nine of the company's productions of the 1926-1927 season have been completed or are now in work, and it is expected that the balance of the releases will be completed well ahead of schedule.

James Young Directing.

James Young, who produced "The Bells" with Lionel Barrymore earlier in the season, is now completing "Driven From Home." Virginia Lee Corbin heads the cast of this Hal Reid drama. Ray Hallor, Anna May Wong, K. Sojin, Sheldon Lewis, Virginia Pearson, Melbourne McDowell, Fred Warren and Eric Mayne complete the cast.

"The Ladybird"

Walter Lang has recently started production of the William Dudley Pelley story, "The Ladybird," the first of Betty Compson's productions for Chadwick. Malcolm McGregor, Ruth Stonehouse, Joseph Girard, Hank Mann, Sheldon Lewis, John Miljan and Leo White complete the cast.

Betty Compson

Arthur Gregor, premier director of Austria, who produced "The Count of Luxembourg" for Chadwick last season, is preparing the script of an original story by himself, which will be Compson's second vehicle. Production will be started immediately on completion of "The Ladybird."

"Life of an Actress"

Jack Nelson, who recently completed Denman Thompson's "Sunshine of Paradise Alley" for Chadwick, is casting "Life of an Actress," which he will also direct. "Life of an Actress" is an adaptation by Harvey Gates of the well known play by Langdon McCormack, author of "The Storm."

Jesse J. Goldburg.

Jesse J. Goldburg, supervising director-general of the Chadwick studios, is also preparing to start production of "Shamrock and the Rose." Josephine Quirk's adaptation of the play by Owen Davis, author of "The Nervous Wreck." The director has not yet been selected.

These features will be released in Canada through the Canadian Educational Exchanges.

Prints for "Devil's Island" with that most admirable star, Pauline Frederick, are now in all the Canadian exchanges, likewise "April Fool," starring Alexander Carr.

Capital, Ottawa, Changes Management Again

The Capital Theatre, a downtown house of Ottawa, Ontario, owned for many years by the late Harry Brouse, has again passed into new control. Harry C. Lewis of New York has now taken over the direction of the theatre which had been under the management of James T. Moxley, manager of the Imperial Theatre, Ottawa, since last summer.

REGAL FILMS RUNS AWAY WITH 'FIRST RUNS'

Last week Regal Films, Limited, ran away with practically all the first runs in Montreal. The Palace used the "Flaming Forest," a Metro-Goldwyn-Mayer production starring Renee Adoree and Antonio Moreno. This typical Canadian picture drew capacity business during the entire week. The Imperial ran "Risky Business," a Producers Distributing Corporation release, starring Vera Reynolds, and it also showed splendid business. The Capitol featured the latest three-reel Hal Roach comedy starring Mabel Normand entitled "The Nickel Hopper." This one keeps Mabel busy and won top line on the programme of Montreal's biggest theatre. The Palace also used a Pathe Special, "Alaskan Adventure." This unique reel was received with great favour.

Ernest L. Fellowes Crosses "Great Divide"

The death has occurred at Calgary, Alberta, of Ernest L. Fellowes of Ottawa, 64 years of age, a next-of-kin of Rockliffe Fellowes, moving picture star, who is also a native of Ottawa. The funeral took place in the Canadian Capital on January 3.

Cecil DeMille Pallbearer for Prescription Pictures

"People Demand Novelty and Originality," States "King of Kings" Producer.

THE DEATH and burial of "prescription pictures" is prophesied during 1927 by Cecil B. DeMille, eminent producer, who is willing to officiate as pallbearer for this kind of entertainment.

"Pictures made either by obvious and uninspired formula or as poor reflections of past successes are doomed before the progress of the industry," states DeMille.

"People demand novelty and originality. They seemingly 'smell' these qualities or the lack of them — and give crowded houses or empty seats in payment of one or rebuke of the other.

"Ideas with a new twist like 'Beau Geste,' 'Corporal Kate' or 'No Control' gain amazing success. Once, the thing 'that was never done before' was viewed with suspicion; now it is the foundation of this new art. Ten years ago I would have hesitated to do 'The King of Kings,' my present pictorial story of the Christ. Today, the public welcomes with open arms excursions into new fields.

"Once, the 'prescription' picture could fill a theatre. But the public is no longer generous to the obvious. And as producers are absolutely bound by the law of supply and demand they will dig deeper and wider for new story subjects.

"The public's demand for the unusual extends also to 'screen faces.' The 'interesting' face outdraws that which is merely beautiful.

"The present unusual cry for 'something different' presages a splendidly healthy new year. Progress is apt to stop with satisfaction. Therefore, producers view with pleasure the fact that the public keeps the prize of their approbation constantly dancing ahead of writers, directors and stars."

Opera House, Barrie Turned Down by Council

John Powell, on behalf of his mother Mrs. Catharine Powell, owner of the Barrie Opera House, offered to sell the theatre to the town for $6,000, but the offer on the recommendation of the finance committee was turned down, the council concluding the price was too high. In his offer of sale Mr. Powell included many suggestions for rebuilding the theatre.

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A. C. A. SECURES RIGHTS EDGAR A. GUEST'S POEMS

Acquisition by American Cinema Association of exclusive world rights to the screen adaptation of Edgar A. Guest's poems was announced today by A. J. Moeller, President of ACA.

Negotiations were concluded Monday between ACA officials and representatives of the George Matthew Adams Service which has controlled syndicate rights to the Edgar A. Guest poems from their first appearance ten years ago in a few leading publications until today when they are read in more than 300 prominent dailies by approximately 25 million admirers of this truly American poet.

The announcement comes on the heels of ACA's nationalization and the decision to release 18 Hartford productions next season besides the remaining six of the present season's schedule.

The Edgar A. Guest series comprises a wide range of single reel jewels, as unlimited in variety as the writings of the versatile Eddie Guest and the illustrative possibilities of motion pictures.

First of the series will be released February 1 through the 25 ACA exchanges. They will be produced under direction of Charles L. Glett and photographed by G. Walter Scott.

C. C. PETTIJOHN VISITS TORONTO FOR NEW YEAR

Mr. C. C. Pettijohn, whom a writer recently described as "the genial and competent buffer between exhibitors at large and the Hays' organization," spent New Year's Eve in Toronto as the guest of Mr. N. L. Nathanson. Mrs. Pettijohn accompanied him. The latter returned to New York Saturday night, while Mr. Pettijohn went on to Chicago and Minneapolis.

On Friday the trade here gave him a luncheon at which all General Managers and the members of the Toronto Film Board were present. Col. Cooper was in the chair. Among the guests were Mr. Nathanson, Mr. Jack Arthur, Mr. Bragg, Mr. Sedgwick, Mr. Ramage and Mr. Henry Nathanson. The discussion which followed related mainly to arbitration and a number of minor points were taken up and discussed in detail. It was the consensus of opinion, in which Mr. Pettijohn concurred, that the relations between Canadian exhibitors and exchanges had materially improved as a result of the establishment of arbitration Boards at the six centres of Canadian distribution.

Mr. Pettijohn conveyed to the meeting a special message of greeting and encouragement from Mr. Hays.

Columbia News Strong From Canadian Front

"Sweet Rosie O'Grady" is proving the sensation of the season in Canada. *Exhibitors all through the Dominion are clamoring for it.*

Those who have already shown it declare it to be a greater picture even than "The Lone Wolf Returns" — and as you know, that is *some money-getter!*

This was especially true of Kitchener, where from both an audience and box-office standpoint it proved bigger.

"Rosie" played the Majestic Theatre, Stratford, the first half of last week and again broke a house record. The business on the three days even surpassed that of the corresponding days of the week previous, where with a holiday (Canadian Thanksgiving) and "The Quarterback" as attraction, the receipts were about $20.00 less than with "Rosie."

Mr. Hider, the manager, in a letter to Louis Rosenfeld, manager of Columbia Pictures of Canada, Ltd., says: "If you have any more pictures like "Sweet Rosie O'Grady" send them up here. *The whole town is talking about it.*"

Louis Rosenfeld adds in a letter to Jack Cohn: "My advice to you is, that you should go after the big dough with this picture because it is worth it. Here in Canada, where it has not already been sold we are going to hold out, because it is deserving of rentals just as big as Famous-Lasky, Metro-Goldwyn-Mayer, First National, Fox, and United Artists are receiving for their big top-notchers."

Charles and Al Christie who head the famous comedy studio bearing their name.

The Christie Brothers are Canadians by birth.

Big Production Plans in West Paramount Studio

Conceded To Be Boom in Paramount History.

THE BIGGEST production boom in Paramount history has been launched in the 26 acre plant in Hollywood, it is reported.

Outstanding among those pictures now being filmed there are "Wings," the monster war film with its great story, and "The Rough Riders," the story of Theodore Roosevelt's rise to fame, Roosevelt who was the idol of the people of all lands.

The pictures which have already been started on the West Coast are "Children of Divorce," Frank Lloyd's all-star production, Bebe Daniels' new vehicle, "A Kiss in a Taxi," which promises to be even more hilarious than "Stranded in Paris," Zane Grey's "The Mysterious Rider" with Jack Holt and Betty Jewel in the leading roles.

Those to begin within a week include Raymond Griffith's new comedy "All Women Are Beautiful," James Cruzes next picture, "Looie the Fourteenth" with Wallace Beery as the star, holds a magnificent promise; "Evening Clothes," starring Adolphe Menjou, and "Ritzy," Betty Bronson's first starring vehicle.

The January fare on the Coast will include "Afraid to Love," starring Florence Vidor, that star of grace and charm; "Too Many Crooks," with Mildred Davis in the featured feminine role, "Special Delivery," Eddie Cantor's second screen comedy; Emil Jannings' first American picture, "The Man Who Forgot God," which is also looked forward to eagerly; Pola Negri's vehicle, "Confession," Esther Ralston's first starring vehicle "Fashions For Women."

"Sheiks and Shebas," the Hector Turnbull production glorifying the youth of the American continent." A Zane Grey Western, and Clara Bow's second starring picture, "Rough House Rosie," which will give that little "It" of stars, a chance to be as rough as we like to see Clara Bow. In February, the pictures slated for production on the Coast include Gary Cooper's first Western picture, as yet unnamed; Bebe Daniels' "Mlle. Jockey," "Soundings" with Lois Moran, "Glorifying the American Girl," Harry D'Arrast's first directorial assignment for Paramount; "The Greatest Show on Earth," with Wallace Beery starring as P. T. Barnum, and the Florence Vidor vehicle which will follow "Afraid to Love."

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All last year when the other fellow was yelling "they'll crack!"--First National kept on delivering hit after hit--week after week

While one fellow was trying to select pictures here and there that would earn his wife a new outfit--the chap who played First National 100% was buying his wife silk hose, fur coats and a Packard car - -

Those heavily noised money babies might have sounded like wows to some of the boys but they listened like applesauce to the public who in two years had learned that they could depend on First National for real entertainment *every* week of the year

Start 1927 right--its *another* First National year--jumping right in with 6 of the biggest bell ringers that ever jingled out a Happy and Prosperous New Year - - - -

Remember that we're not toddling out of long clothes--we've been taller than the rest for some seasons past and production plans prove we're up there to stay--So if you're grown up and want to play the showman's game instead of pushing marbles around the lot get acquainted with that crowd at First National - - - - - -

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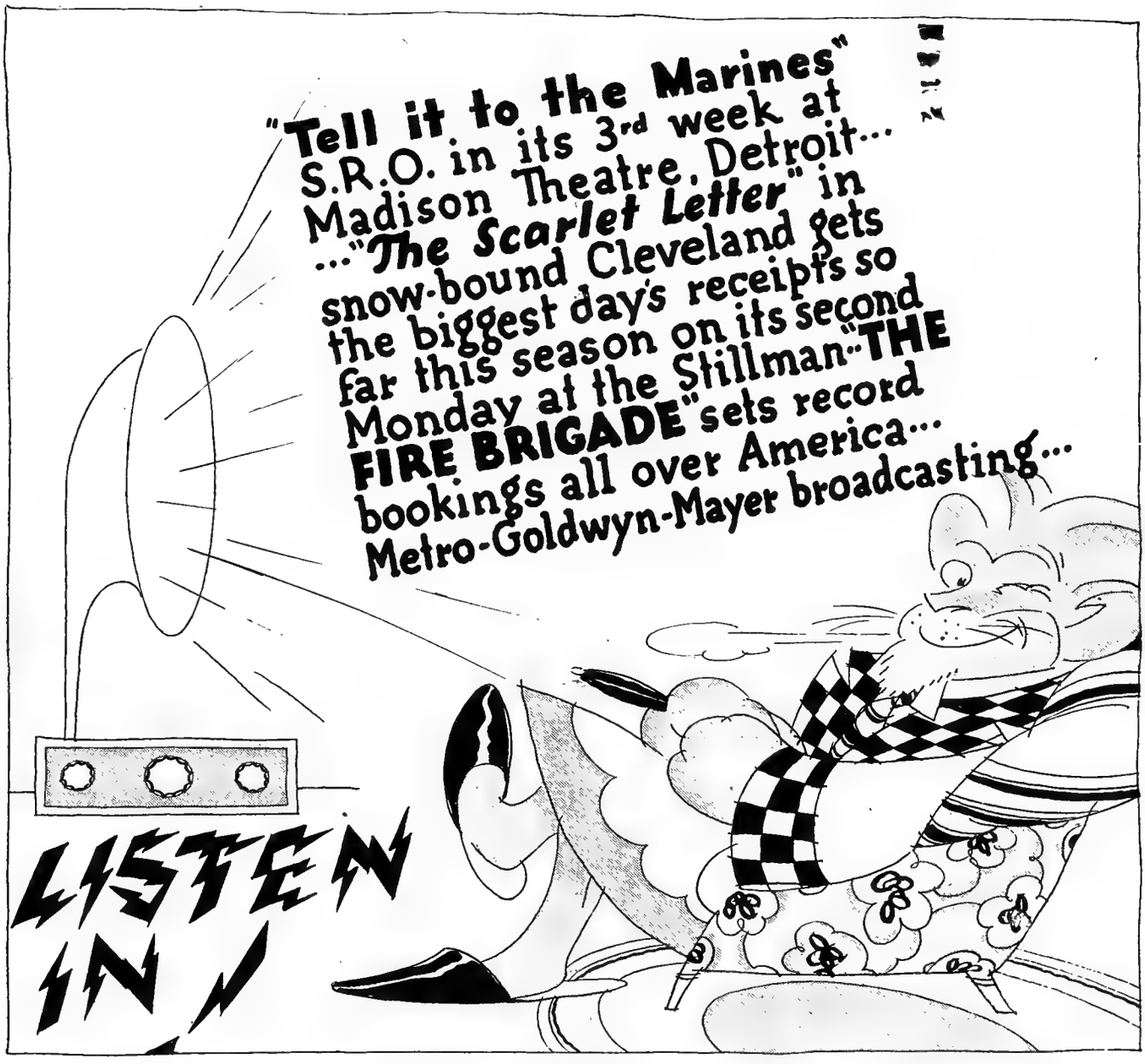
any picture you play instead of KEN MAYNARD
In
The UNKNOWN CAVALIER
is going to cost you lots of dough!
First National Pictures
Figure the difference between Important Profits and Everyday Receipts. That's the loss you'll take if you pass up First National's SECOND Great Western Special. Ask any Showman who played "Senor Daredevil"!
All the eye-popping stunt riding, chin-socking, and ranch romance of "Senor Daredevil" — and a whole lot more!
Charles R. Rogers
Presents
KEN MAYNARD
In
THE UNKNOWN CAVALI
With
Kathleen Collins
Screen adaptation by Marion Jack
From the Story "Ride Him, Cowboy"
by Kenneth Perkins
Directed by Albert Rogel
Produced under Manageme
Harry J. Brown
First National's GREATER Western Specia
Ready For Immediate Booking

CANADIAN MOVING PICTURE DIGEST

Vol. 18, No. 37. TORONTO 2, CANADA January 15th, 1927


"Tell it to the Marines"
S.R.O. in its 3rd week at
Madison Theatre, Detroit...
..."The Scarlet Letter" in
snow-bound Cleveland gets
the biggest day's receipts so
far this season on its second
Monday at the Stillman..."THE
FIRE BRIGADE" sets record
bookings all over America...
Metro-Goldwyn-Mayer broadcasting...
LISTEN IN!

PUBLISHED BY

CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

259 SPADINA AVENUE, TORONTO 2

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DETROIT, MICH., (*by wire*). This city witnessed the greatest demonstration in its history with the opening of Lon Chaney in "Tell It to the Marines" at the Madison Theatre. From one this afternoon until nine-thirty tonight it has been standing room only. William Haines great. Looks like New York's success with Marines will be topped in Detroit and all over America.

ASK METRO-GOLDWYN-MAYER

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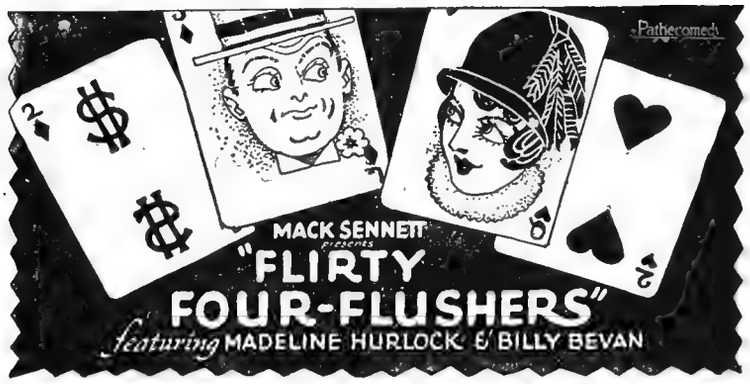
Comedies to Advertise in Electric Lights Along With the Best Feature Pictures.

Mack Sennett Two Reel Comedies

Hal Roach Two Reel Comedies

Two Outstanding Releases Every Week



52 Comedies in each Line and no "Lemons"

The Public knows that the MACK SENNETT and HAL ROACH Trade-marks stand for the Best there is in Comedies. Cash in on this Popularity.

REGAL FILMS LIMITED

Toronto - Montreal - St. John - Winnipeg - Calgary - Vancouver

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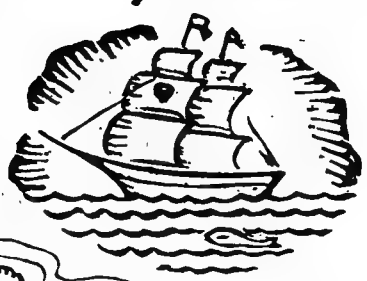
ROD LA ROCQUE

in

The CRUISE of THE "JASPER B"



Dramatic
Gripping
Thrilling
Mirthful
Romantic
Amazing

P. D. C.

Two Big Hits You Will be Proud to Show Your Patrons.

Two Big Hits that Will Prove a Tonic for Your Box Office.

Producers Distributing Corp. Features Are Consistently Good.

Ask the Exhibitors Who Run Them.

Regal Films Ltd.

Toronto - Montreal - St. John
Winnipeg - Calgary - Vancouver

DONT WORRY! SEE me in The NERVOUS WRECK

AL CHRISTIE'S
Laugh-Spasm

with
Harrison Ford - Phyllis Haver
Chester Conklin - Mack Swain
and Hobart Bosworth

It's Riotous and Rowdy - Rampant and Resonant - a Nervous Breakdown of Merriment - Hectic with Humor
A Veritable Geyser of Guffaws!
A Worry - Chaser De Luxe!

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Canadian Moving Picture DIGEST

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RAY LEWIS
Editor and Managing Director
GEORGE C. WILLIAMS
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"Suffer Little Children"

THE FIRE, which on Sunday afternoon, at the Laurier Palace, Montreal, extinguished the lives of seventy-seven little children is so tragic in its accident that our very tears turn inward; and salt the wound in our hearts.

What makes the Montreal tragedy so pitiful is the fact that all of these little children might have been alive today, as far as the danger of the fire was concerned, if in their panic they had not fallen on the landing; and not able to extricate themselves, suffered death through suffocation.

RAY LEWIS

Poor, little frightened children: And poor bereaved parents: The Industry of Motion Pictures grieves bitterly and sorrowfully. The Industry of Motion Pictures which had striven to give these little ones an hour of laughter, weeps that laughter should be so close to tears, that Life should be so susceptible to accident; and that "In the midst of Life we are in death."

The Bible states that we are all born in sin, but the humane instinct in Man wills that all little children should be looked upon as innocents, for did not One Who Loved Greatly Say, "Suffer Little Children to Come Unto Me For Of Such Is The Kingdom of Heaven."

The fire which precipitated the tragedy was not within the control of the theatre manager, or the city officials who have such theatres under inspection. It was not in reality a film fire. It might have occurred anywhere, in a church, the city hall, it is within the law of accident, and over this law Man has very little jurisdiction, save that governed by precaution.

Someone shouts, "Fire," and the law of self-preservation prevails, especially among children, who are yet very close to the natural instinct which wills to live.

Even adults of a hysterical tendency, have been known to do almost incredible things under the duress of the self-preservation instinct.

It is too late now to bemoan that outcry of "Fire" among those little children, but it is not too late to teach children how to control themselves so that at least the horrors of a panic shall not be added to whatever dire event accident may thrust upon them.

All theatres should screen a note of advice or warning to their patrons at each performance advising them in case of an outcry of fire to walk to the exits quietly, and that many outcries of "fire" have been occasioned by fright only; and are in the nature of a "false alarm." That should anyone in the audience discover what he or she supposes to be a fire, not to make an outcry, but to report the matter quietly to an attendant, thereby preventing the greater danger to human life resulting from a panic.

The management of all theatres should earnestly request the co-operation of its patrons in making the theatre safe for their entertainment, above all things to please observe order in case of accident, thereby insuring their own safety and the safety of others.

The Laurier Palace fire would have perhaps taken from life no human toll, if these little children had not fallen, thereby preventing their own escape and the escape of others.

It is of no use to decry the desire for entertainment evidenced in little children, even an infant of three months desires to be entertained, amused. Students of the modern child have long discovered that the child of today is much older than was the child of a similar age, when you and I were children.

The old adage that "children should be seen and not heard," has been relegated to the same refuse heap as the adage of "spare the rod and spoil the child."

An age that has given us Motion Pictures, telegraphy, the telephone, flying machines, radio, submarines, which has bridged space, or rather let us say eliminated time and space in its scientific demonstrations, has bred a race, or is breeding a race of adult emotions and aspirations, in infant and juvenile bodies.

You cannot take a child to many places of entertainment to which adults are inclined to go, very few plays are within their scope of comprehension; and as for the musical shows, they are mostly produced for the edification of the man, the grown-up child, but Motion Pictures because of the simplicity of their language, a language of pictures, has indeed become the modern child's story-picture book; and to deprive them of these is perhaps not a solution of the problem.

It is within the jurisdiction of the parents to know where their children go; and what pictures their children shall see. Children are not alike, they react differently to different emotions, and parents should know enough about their children to know their surface impulses at least.

If the adults in the Laurier Palace fire had controlled themselves they could have controlled these little children conducting them to safety. It appears that the motion picture operator is credited with having piloted at least twenty-seven children to safety, but he reports he

(Continued on Page 8)

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"SUFFER LITTLE CHILDREN"

(Continued from Page 7)

did not witness any of the grown-ups in that audience performing a similar mercy.

If one calmly surveys the tragedy, freed from their pity and emotion, the heart-break, one wonders why so many sixteen year old children were found among that mass of entangled bodies, surely the littler ones could not have pushed these over?

One faces the grimness of a tragic fact that the little ones were sacrificed thru the panic of the older children to reach a place of safety. For all there is a great pity; and no amount of bitterness will wipe away the pain of that which has been, it will not restore these little ones to bereaved parents. We hope it will teach parents, however, to realize their responsibility to children; and not depend entirely upon legislation, schools, the church, to teach their children how to preserve their life and the life of their fellowman.

We hope that this catastrophe will never repeat itself, that the managers will realize their responsibility to the patronage that comes within their walls, be it children or adults; that they will strictly observe the letter of the law governing all such attendance and that all exhibitors may combine for the safety of their patronage.

It may be necessary to sacrifice the livelihood of one, two, three, perhaps half a dozen exhibitors who are operating theatres wherein there is an element of danger in connection with the construction of the theatre. Should any step be taken by a combination or by an association of exhibitors to close such a theatre, the exhibitor must take into consideration that one little child's life is worth a hundred times what his business represents, and that the whole industry of motion pictures cannot afford to sacrifice itself in order to permit him to continue in business under circumstances which are even beyond his control.

This Montreal tragedy hurts the motion picture industry of the whole world. Not only financially, but morally, it makes the heart of every exhibitor vibrate with sympathy for those little children who have gone and the parents who have remained behind them.

The "dumps" must go, just the same as the slavery of the negro had to go regardless of the fact that it wrecked the finances of thousands of Southerners.

We, as a motion picture industry, are "our brother's keeper;" and it is necessary for us to make the institution of motion pictures not only clean, wholesome entertainment, but absolutely fool-proof.

Towards this end every exhibitor should religiously see that the spirit of the law in connection with children, is strictly observed and all new theatres should be built with a view that no child should be accommodated in a balcony. On the ground floor, in case of any accident, there is always a better chance of getting children to safety. For the little feet of children always have a tendency to stumble and slip and in no public building of any kind whatsoever should they be required to go up or down stairs when this can be avoided.

Ray Lewis

Lillian Gish in "The Scarlet Letter," Metro-Goldwyn-Mayer's powerful screen version of Nathaniel Hawthorne's masterpiece, greeting her sister Dorothy.

Louise Fazenda has a real detective look in Warner's "Fingerprints."

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Ray Presents

SENATOR NATHAN STRAUS, at the luncheon of the co-operative Big Brothers and Big Sisters Organizations of Greater New York, challenged the statement of Carl E. Milliken, Secretary of the Motion Picture Distributor's Association, who talked on "The Motion Picture, What It Can Do For Children."

* * *

Mr. Milliken spoke in prophetic vein, foretelling the time when geography, history and other subjects would be taught in the schools through the medium of the screen.

Mr. Milliken stated that the Motion Picture had helped to awaken an interest in classical literature and brought "good music" within the reach of thousands in city and towns.

* * *

SENATOR NATHAN STRAUS asked for specific information as to the educational qualifications of the screen.

He challenged Mr. Milliken and the producers to make some pictures that could live up to Mr. Milliken's eulogies, and not content with these few "kind remarks" he passed over into the realm of music and accused Motion Pictures of popularizing "Jazz."

* * *

Of course the statements of the Senator do not happen to coincide with the statements made by several famous conductors, among which is "Damrosch," who said, referring to Hugo Reisenfeld, of the Rivoli, New York, "That fellow is building audiences for me daily."

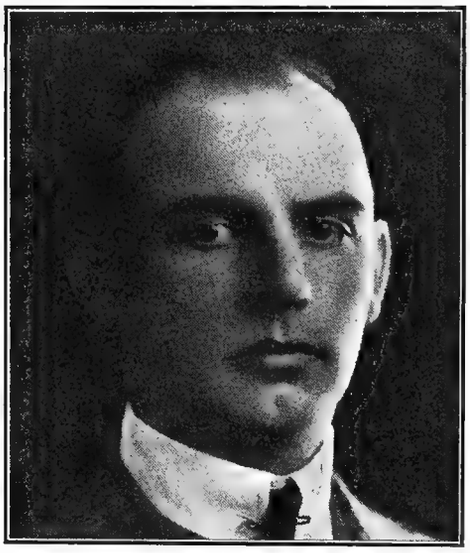
As for the educational aspects, the Senator forgets the value of being taught in story, or entertainment form, the Ethics of Life.

* * *

He is probably overlooking all the news reels, the special films which have been made, such as the one which Educational produced presenting the "Coue message" — "Every day in every way, I am growing better and better," and the one dealing with Einstein's "Relativity."

* * *

THE ONE which Camera Classics produced in Canada showing the workings of "Radio," and so on ad infinitum.



T. H. (Tom) DAVEY first acquired an education in the exhibiting field in 1916 at Calgary. Switched to the distributing field in 1917 and gained his first experience as salesman with Regal. During the years following he served under the Fox, Educational and F. B. O. banners and in July, 1925, made his present connection as salesman with First National at Calgary.

I think, however, since every human is entitled to his opinion; and it is presumed that the Senator based his on Motion Pictures because of a lack of information, that Mr. Carl Milliken might enlighten the Senator by letter, for which information I believe Senator Nathan Straus would be much indebted, as I understand there is no malice in the make-up of his remarks; and why should the Senator continue to spread opinions of this kind, contrary to the standing of the Motion Picture Industry, when the Hays' Organization could give him such valuable statistical information, which the Senator not only would be glad to recognize, but to repeat on occasion.

Ottawa Journal Attacks Abbreviation of Terms

The Ottawa Journal has opened an attack upon the use of abbreviated words that are considered inappropriate as well as ugly. Announcement is made by the newspaper that it had banned the use of the short form of the word for Christmas, this being "Xmas," from its news and advertising columns wherever possible and that it has also decided to discourage the word "movie" on every possible occasion.

This newspaper of the Canadian Capital prefers to use the words moving picture, motion picture, film, screen or photoplay whenever possible in place of the word "movie," except when brevity is desired above all other considerations.

Toronto Theatres

UPTOWN — "Summer Bachelors," Madge Bellamy—Fox. A snappy, peppy, spicy, modern play, which is a real treat. Class B.

REGENT — "The Better 'Ole," with Syd Chaplin — Warner. Syd, as Old Bill, gets a fine chance to put over a real comedy picture. Class B plus.

PANTAGES — "The Nervous Wreck," with Harrison Ford, Phyllis Haver and Chester Conklin —Regal. A hilarious comedy, which keeps you laughing from start to finish. Class B plus.

LOEW'S — "The Canadian," with Thomas Meighan—Paramount. As a harvester Tom is the real "thing." Good box-office attraction for Canada. Class B plus.

TIVOLI — "The Return of Peter Grimm," Alec B. Francis—Fox. A fine picture, splendidly produced and played. Class B plus.

Neighborhood Theatres

PALACE — "We're in the Navy Now," with Wallace Beery and Raymond Hatton — Paramount. Leave it to these comedians to make your house roar with laughter, and your box-office "roll" with money. Class B plus. "Sparrows," with Mary Pickford — United Artists. Mary nearly as young as ever, and as cute. Class B.

COLLEGE— "The Temptress," with Greta Garbo, and Antonio Moreno —Metro-Goldwyn-Mayer. An interesting picture, directed by Fred Niblo, and a good box-office draw. Class B plus. "Every Mother's Son" an All Star Cast—Regal. A good British picture. Class B.

BEACH — "Sparrows," with Mary Pickford — United Artists. "Bardelys the Magnificent," with John Gilbert — Metro-Goldwyn-Mayer. John does some real acting in this picture, and Eleanor Boardman does some of the best work of her career. Class B plus.

CAPITOL — "We're in the Navy Now," with Raymond Hatton and Wallace Beery — Paramount. "Upstage," with Norma Shearer—Metro-Goldwyn-Mayer. Artistic Norma in a well produced picture, which is very entertaining. Class B.

DANFORTH — "Syncopating Sue," with Corinne Griffith — First National. A syncopating picture, full of rhythm, pep, and everything that goes towards making entertainment. Class B. "The Campus Flirt," with Bebe Daniels — Paramount. Class B.

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If

we used every page in this paper to tell you of the superior drawing power of First National pictures it would not drive home the facts as forcibly as the box-office results at the country's finest theatres where First National plays regularly throughout the year - - - - -

COLLEEN MOORE
in
TWINKLETOES

CORINNE GRIFFITH
in
THE LADY IN ERMINE

MILTON SILLS
in
THE SILENT LOVER

KEN MAYNARD
in
THE UNKNOWN CAVALIER

DOROTHY MACKAILL—JACK MULHALL
in
JUST ANOTHER BLONDE

LEWIS STONE — DORIS KENYON
in
THE BLONDE SAINT

They prove

FIRST NATIONAL *FIRST!*

FIRST NATIONAL PICTURES

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BETWEEN THE EYES!

Barthelmess' Latest
AT THE STRAND

There are moments in the picture which remind one that Barthelmess is one of the best character actors today.

Dick is the young Englishman of fine family who is accused of stealing a wallet and, because of the subsequent disgrace, goes to the land where awning-striped robes, worn by daring riders, dot the desert sands. There, under the name of Johnston, he joins the army and is made a non-com.

Zelie, the native girl who falls for him hard, is Patsy Ruth Miller. But a scheming member of her own race, El Kahib, wants her, and there the excitement really jumps into high.

El Rahib knocks out the non-com. in a brawl and Zelie, with the help of an old beggar whom he had befriended, takes the young outcast to the desert, where he gets cured of the bump on his head, but contracts another disease, known as love.

—*Graphic*

"The White Black Sheep"
STRAND

Every now and then a re-viewer "discovers" some pic-ture player who has ridden the crest of the popularity wave for thousands of cellu-loid miles. Therefore I claim it my right and privilege to "discover" Richard Barthel-mess. In the desert song photodrama, which has spread its sand-stormed tents at the Strand, Dick looms up as one of the most appealing masculine personalities in pictures.

He is as handsome a figure of romantic manhood as any on the screen. He possesses a quality of magnetism that fairly charms your heart away. His eyes scorch one with their intensity, and not even the ragged robes of Araby and a scrubby black beard can rob him of a luminous quality that shines through and through the filmy texture of his present vehicle.

Very probably all this has been known to millions of Dick's fans, for a very long time. Personally, I have always liked him, and have deemed him a good actor in pic-tures containing good story val-ues. But, after this, I agree with his most fervent devotees.

If the desert doesn't "burn you up," Dick Barthelmess will!

—*N. Y. Telegraph*

Add-

Inspiration Pictures, Inc.
Presents
RICHARD BARTHELMESS
in
"THE WHITE BLACK SHEEP"
with
Patsy Ruth Miller
Screen story by Violet E. Powell
Adapted by Jerome H. Wilson and Agnes Pat McKenna
A Sidney Olcott Production

:O-

SUBWAY SADIE with **Dorothy Mackaill and Jack Mulhall**

"Ran this Thanksgiving and, Boy, how they liked it. Gave excellent satisfaction."

—*H. J. Thatcher, Lyric Theatre, Abilene, Kan.*

KEN MAYNARD in **The Unknown Cavalier**

"Pleased 100% Expect house record on next one. Our patrons all went out asking for date on next Maynard, and even claimed they were pleased better than with Tom Mix, Gibson, Thomson or Jones."

—*Mrs. A. E. Rabourn, Lyric Theatre, Almena, Kan.*

CORINNE GRIFFITH in **Syncopating Sue**

"Believe me it hurts to have one of the best pictures you have shown in a blue moon and then have the weather blow you up. But, at that, the second night was twice as good as the first."

—*Roy Culley, Pastime Theatre, Medicine Lodge, Kan.*

First National Pictures

nd you have -

FIRST NATIONAL *FIRST!*

Members of Motion Picture Producers and Distributors of America Inc.—Will Hays *President*

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Ray S. Peck Addresses Lions Club

Quota Not Means to British Film End.

A memorable address on the subject of the much-discussed film quota law in Great Britain was delivered by Raymond S. Peck, director of the Canadian Government Motion Picture Studio, Ottawa, before the Lions Club of Ottawa at the Chateau Laurier.

In the course of his speech, Mr. Peck declared that the old maxim that trade followed the flag could now be amended to read that trade followed the film, and in this the United States had shown the way. More than 90 per cent. of the pictures shown in the British Empire were of United States origin and the effect of showing American customs, American automobiles, clothes and other products was to create a demand for the goods throughout the world.

The quota plan had been discussed at the recent Imperial Conference in London, but, in the opinion of Mr. Peck, the adoption of any such restrictive legislation, would not remedy matters. The only way to meet the American film was to create one just as good. This involved heavy expenditures because great investments and great technical skill were behind American film production.

While it was to be hoped that British films would become more general, consideration must be given to three features of the moving picture Industry that went together, namely, production, distribution and exhibition. All three were essential and all three were linked. Canada, in the opinion of Mr. Peck, afforded great opportunities for film development. Mr. Peck commented on the improved tone of moving pictures in recent years and gave much of the credit to Will Hays.

Mr. Peck declared that the future of moving pictures did not lie in the theatrical presentation but in educational and other allied fields.

"Our Wonderful Paper"

London, Ont., Jan. 10, 1927.

Miss Ray Lewis,
Canadian Moving Picture Digest,
Toronto, Ont.

Dear Miss Lewis:

Please find enclosed our cheque covering subscription for the year 1927 to your wonderful paper.

I might say that this magazine helps us greatly in giving us the up-to-date news on our coming attractions.

With best wishes for the New Year, I beg to remain,

Yours very truly,
T. W. LOYAN,
Capitol Theatre.

JACK MULHALL
who is playing opposite Dorothy Mackaill in First National's "Subway Sadie."

MOST SUCCESSFUL YEAR F. B. O. ENDS

Joseph P. Kennedy Announces Productions Have Reached High Plane.

Joseph P. Kennedy announces with much pleasure that F. B. O. is about to end its most successful year in its history, not only from the standpoint of increased sales, but more important from the standpoint that productions have reached a higher plane than they ever before enjoyed. Through this, the much cherished good-will of the exhibitors has been gained, and with bigger and better productions, it is the sincere aim of F. B. O. to retain that treasure. Mr. Kennedy further states that next season's product will be made up principally of made-to-order-for-exploitation pictures. The only announcement that can be made at this time of the new season's line-up, is "Windjammers of Gloucester." This picture will be made with the co-operation of the entire fishing industry, not only of the east coast, but also the west coast. Its exploitation possibilities will be unlimited.

The cast for "THE RUNAWAY ENCHANTRESS," starring MILTON SILLS, includes Mary Astor, Alice White, Kate Price, Larry Kent, and Arthur Stone. It is a First National picture.

Keith's Receives Patronage Viscount & Lady Willingdon

B. F. Keith's Theatre, Ottawa, Ontario, is entitled to the distinction of announcing that it is under the distinguished patronage of their Excellencies, Viscount Willingdon, G.C.S.I. G.C.M.G., G.C.I.E., G.B.E., etc., Governor-General of Canada, and Lady Willingdon.

Their Excellencies attended the matinee performance on December 31, attended by the official party from Rideau Hall, for the purpose of viewing "The Canadian," starring Thomas Meighen. Viscount and Lady Willingdon remained for the whole show.

When the Vice-Regal party arrived at the theatre, Manager J. M. Franklin stopped the performance, the house lights were switched on and as their Excellencies proceeded to the Royal Box the orchestra boomed out the National Anthem, the large crowd arising to its feet quite customarily.

Later in the afternoon the following official statement was issued from Rideau Hall: "Their Excellencies attended a performance at Keith's Theatre this afternoon."

PERFORMING RIGHT SOCIETY ISSUES WRIT AGAINST STAR

The Performing Right Society, of which our Industry has heard plenty; and will probably hear much more, has issued a writ against "The Star Printing and Publishing Company, Limited, re its Radio activities known as the CFCA.

The writ "Demands an injunction restraining the defendant, its officers, agents, servants and employees from performing in public any musical work or works, or any part or parts thereof, the sole right to perform which in public is owned by the plaintiff; and particularly a certain musical work known as "The Piper of Love," composed by Molly Carew, and from broadcasting any of the said musical works from the defendant's broadcasting station in the City of Toronto, known as CFCA, or otherwise, and from infringement of the plaintiff's copyright in the said musical work by the broadcasting thereof by the defendant."

The action against the Star is one of a number of suits already brought and being brought against Radio Stations, theatres, music halls, etc., throughout Canada for similar alleged infringements of copyright over which the Performing Right Society claim it has control.

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Producing Companies Exploring New Territory

British Admiralty Co-operation On Production "The Flag Lieutenant."

BRITISH Instructional Films Ltd. are exploring virgin teritory in their quest for film material and locations. The new feature called "Palaver" has been taken with the co-operation of the Nigerian Government players who were sent from the Instructional Studio, Surbiton, near London, to the Northern Provinces, and a journey of 800 miles from Lagos into the interior. The Bauchi Plateau was selected as the location and two native actors secured for the leading parts, one of them the king of the Sura tribe, and the other the witch of the Angas tribe. Ten years ago these people were cannibals principally interested in fighting, but under British administration cannibalism has been eliminated and civilization is beginning to make itself felt.

National Productions Limited, are receiving the co-operation of His Majesty's Admiralty for the production of "The Flag Lieutenant," the well-known naval play.

A number of scenes have been taken on board H. M. S. "Tiger." National Productions state that they built a whole Eastern city on Salisbury Plain, one street over 300 feet long. This is said to be the most ambitious effort in a stage setting yet attempted in British Film Production.

"Robinson Crusoe," by the Gaumont Company, Limited, is going into production. West Indies and the Island of Tobago will be picturized. The man, "Friday," will be played by a native Carib, engaged in the West Indies, the majority of the players will be Caribs, famous for their patomimic ability.

LYCEUM, HUNTSVILLE NEW MANAGEMENT

The Lyceum Theatre at Huntsville, Ont., has been leased to Mr. D. Strano, who has appointed Hugh Richardson as Manager. Mr. Richardson is an old picture-man in experience.

Allan A. Cooper who has been managing the Lyceum for the past eighteen years, has acecpted a position with the Tough Mining Interests up north.

Columbia, Ottawa, Growing In Business Attendance

The Columbia Theatre, Wellington Street, Ottawa, has been making considerable headway since it was taken over by P. J. Nolan, who is also the owner of the Rex Theatre. Amateur nights and other community features are now being staged at the Columbia and these have added considerable patronage, as well as the better class of pictures booked.

THE GAYETY, MONTREAL

The Gayety, Monteral, is reported as having been warned by police chief Pierre Belanger to dress up and clean up their show. The chief was forced to this stand owing to the numerous complaints registered and finally revoked the license, it is reported, of the theatre.

Grandparents of Dorothy Morgan, aged 13, and Jackie Morgan, 11, won their fight for possession of the children, who were orphaned when their mother, Mrs. Margaret Morgan, Wyecliff, was killed in an automobile accident near Los Angeles. Joe Murphy (Andy Gump) helped the grandparents to secure the guardianship of these talented children and Mrs. Murphy brought them to their grandparent's home at St. Thomas, Ont., from Hollywood. Litigation covering a period of four months in the California courts transpired before the grandparents secured recovery of the children in which many motion picture stars were interested.

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CITY OFFICIALS PRAISE "THE FIRE BRIGADE"

The City Officials of St. Thomas, Ont., witnessed a special screening of Metro-Goldwyn-Mayer's "The Fire Brigade" in the Princess Theatre and accorded it much praise. Among those who were present, Mayor Handford, Ald. Brinkman, Chairman of No. 3 Committee; Fire Chief Miterlla, Chief of Police Armstrong, Magistrate Maxwell, John Farrell, Chairman of the Separate School Board; Mr. Lipsey, and several other prominent citizens.

Fire Chief Miterlla declared "The Fire Brigade" scenes of two big fires most realistic and expressed admiration and wonderment at the photography and the close-ups. The press acclaim it as "the epic photoplay of the heroes of peace."

The House of Satisfactory Repairs

We carry a most complete line of repair parts for Motiograph, Powers and Simplex Projectors, all models.

Our repair shop is completely outfitted with adequate machinery and tools to meet any exacting requirement.

Our experience covers a period of sixteen years in the *satisfactory* repairing of all apparatus pertaining to the Theatre.

Our charge for actual time spent on each job is $1.25 per hour. We have spare mechanisms to loan while repairs are being effected.

That's why we enjoy such a large repair business right now. How about *your* next job?

THE COLEMAN ELECTRIC CO. - 258 Victoria Street, Toronto

"Courtesy With Service"

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SPORTS
By LIONEL HARPER

Famous Players, city junior champions and holders of all the trophies on the sport calendar last winter, have opened the 1927 season with a victory. The Daily Star were the unlucky opponents on this occasion and went down to defeat by the score of 2-1. The close victory of the Famous and the showing made by the team gives us the impression that while they will likely go through their group with very little trouble and go still farther in the race for city honors they are not at present the club which carried all before them in a triumphant rush to the flag last season. The Famous showed lack of combination play, their every movement on the ice lacked co-ordination and their polished work around the enemy goal which was so much in evidence in former victories, was sadly lacking. The movie-men have the material no doubt about that and although it is early in the season for too much caustic comment they will have to show a vast improvement to keep up the record of the 1926 edition of Famous Players. Dr. Russell Cowie will look after the latter end, however, and Harold Ash will have the boys in their real old-time form before many more days. The Easy Washer, although they defeated the H. S. Howland by 11-0, are not the club that the score would indicate. The Howlands were woefully weak on the defence and their forwards lost heart when the score began to mount up on them.

Alfred Irwin "Butch" Taylor was the best man on the ice for the Famous, although Heggie, his defence partner, hurt early in the game, played stellar hockey. "Jimmy" Tallon and "Bunny" Gleason scored the goals for the Royal Bank boys. All the goals were marked up in the final period. Jimmy Travis had no chance on the shot which beat him, the Star left-winger driving from behind a mass in front of him. This boy, "Cocky" Wallace on the left wing of the Famous, looks like a real hockey player but from a spectator's viewpoint he seems to be suffering from a bad attack of knowing he is good. During the last few moments of the game the forward showed flashes of real form and later when he settles down to business he will be of real value to his team.

WANTED—THEATRE

To buy or lease in town of 2,000 to 10,000 population, Western Canada preferred. Give full description in reply. Write W. C. BOYD, STAR THEATRE, LEADER, SASK.

Education Thru Films States Fred Niblo

Motion picture projection rooms will be the class rooms of the future!

This is the prediction of Fred Niblo, noted motion picture director, who recently was signed by Joseph M. Schenck to a long-term contract.

The maker of "Ben Hur" and other screen classics paused long enough during the filming of the modern "Camille," Norma Talmadge's latest starring vehicle under the Schenck banner for First National and his first feature under the new arrangement, to explain why he believes the motion picture camera is destined to be such a powerful educative force.

"Universities and elementary schools, I am positive, will in time teach almost entirely through the medium of film," he declared. "There is a basic law of human knowledge connected with the photoplay. Most of us are visually minded. We learn more rapidly by seeing than by instruction. For this reason, even the kindergarten classes may be taught the ABC's and spelling by slow motion effects and diagrams.

"Many scientific schools are already employing pictures in their regular curriculum.

"Motion pictures will never do away with personal instruction, but the professor should employ pictures to illustrate his lectures, or else he may take the place of the subtitles to amplify the discussion.

"The possibilities of pictures as an education influence in our schools and universities are unlimited."

HER FATHER SAID "NO" SO F. B. O. GROWS

"Start the New Year with a laugh," is F. B. O.'s motto for 1927, as indicated in their first scheduled release "Her Father Said No." The story for this production was specially prepared by H. C. Witwer as his first full-length feature picture. Heretofore he has been writing for "Bill Grimm's Progress" the "Wisecrackers," each a series of twelve two-reel comedies, released by F. B. O. Jack McKeown directed "Her Father Said No," with Mary Brian carrying the female lead. Danny O'Shea ably plays opposite Miss Brian, and they have the splendid support of Al Cooke and Kit Guard.

"California or Bust," a George O'Hara vehicle is the next one due for release in January. This was directed by Phil Rosen, of "Abraham Lincoln" fame, with Helen Foster, John Steppling, Johnny Fox and Irving Bacon work in support of George O'Hara.

Charles E. McCarthy Congratulates Digest

January 5, 1927

Miss Ray Lewis,
Canadian Moving Picture Digest,
Toronto, Ontario, Canada.

My dear Miss Lewis:

This is just a note to congratulate you on the very splendid Christmas issue of the Canadian Moving Picture Digest in which you presented the international aspect of our business in a manner which must prove of great benefit to everybody who read your magazine.

The American film industry today has a very keen appreciation of the world wide scope of this business and the necessity for making pictures that have an international appeal. The days of "localized" pictures are gone and today the motion picture stands as the greatest and, in fact, the only international medium of expression.

Recognizing this, our own company is making vigorous efforts to keep its films international in their appeal. We not only are ransacking the literary markets of the world for our stories, but we also have brought to Hollywood leading production experts from various countries whose job it is to interpret to our directors and players the tastes and aspirations of the peoples of other lands.

Moreover, we extend a welcome to good pictures made in other countries, as is evidenced by the releasing contract which we made with British National Pictures. We also have distributed in this country pictures made by producers in Germany and France, and will always be very glad to continue such distribution of pictures that meet the standards we have set for our own productions.

Thus you can see we are keenly alive to the international responsibilities of film production and film distribution and we really feel that we are doing our share in the discharge of these obligations.

With best wishes,

Cordially yours,

CHAS. E. McCARTHY,
Famous Players-Lasky Corp.

LLOYD GEORGE VISITS TIVOLI LONDON

"Ben Hur" the Magnet

For the first time, Lloyd George, former premier of England, paid a visit to a motion picture theatre. The magnet was "Ben Hur," being presented at "The Tivoli," London, England, by the Metro-Goldwyn-Mayer. Mrs. Lloyd George and Miss Megan, his daughter, accompanied him. Mr. Lloyd George had previously only seen motion pictures as projected privately in his home.

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Theatre Fire Creates Panic Seventy-Seven Children Lose Lives

Laurier-Palace, Montreal, Scene of Dreadful Tragedy.

A FIRE which broke out in the balcony of the Laurier-Palace Theatre, on St. Catharine St., Montreal, last Sunday afternoon, resulted in the death of seventy-seven children.

The picture showing was Mary Pickford in "Sparrows," with an added comedy, "Get 'Em Young." Someone noticed smoke and shouted fire. Pandemonium reigned in that balcony which was filled with children ranging from five to sixteen years of age.

It appears that in the stairs going down from the balcony on the right there is an elbow. Here the children appeared to have fallen, about five steps from the safety of the street; and here it was that the tragedy which extinguished the lives of seventy-seven children occurred.

So tightly were these children wedged in this elbow that when the firemen and police arrived on the scene it was impossible to effect a rescue without cutting under the wall and through the stairs of the building.

The proprietor, Aimeen Lawand, a Syrian, has been held under bail of $500.00. The operator, ticket-seller and assistant manager are also being held and subjected to a severe cross-examination and investigation.

It appears that many of the children were unaccompanied by adults, in violation of the law which specifies all children under sixteen shall be accompanied by a parent, guardian, or adult.

All the bodies have been identified, numbering seventy-seven; and Montreal presents a spectacle of mourning; and intense heartache, in the homes of the bereaved parents; and throughout the city which grieves for its dead.

The tragedy may result in a measure restricting all children under sixteen from attending motion picture theatres whether accompanied by a guardian or not, throughout Quebec.

In the investigation it was disclosed that some of the children picked up kind hearted escorts who purchased tickets for them.

Captain Orr of the Amusement Tax Bureau of Ontario, left for Montreal to investigate the situation there.

The consensus of opinion among officials here in Ontario and judges having jurisdiction over children, is to the effect that such a tragedy could not possibly occur here. The legislation regarding the attendance of children is very strictly enforced. All theatres have a matron in attendance on Saturday afternoon when children may attend the theatre unaccompanied by an adult.

It is not the rule to segregate children in any particular part of the house in this way in case of accidents, the adults are much better able to look after them.

A fund of $10,000 for the relief of the sufferers was immediately voted by the Theatre Managers Association of Montreal, of which organization George Rotsky is president.

On hearing of the tragedy Mr. N. L. Nathanson immediately left for Montreal, and telephoned all his theatre managers before his arrival to co-operate to their fullest extent in extending such service as they were able to their city in its great stress.

The Toronto City Council moved a resolution of condolence and sorrow which was sent to the Mayor of Montreal. The Digest sent its message of sympathy also.

January 10th, 1927

Mayor of Montreal,
City Hall,
Montreal, Quebec.

The sincere sympathy of the Canadian Moving Picture Digest is extended to Montreal and the parents of those dear children who met with such a tragic death in the Laurier Palace Theatre fire.

RAY LEWIS,
Managing Director,
Canadian Moving Picture Digest,
259 Spadina Ave.,
Toronto, Ont.

Montreal, Que.,
January 10, 1927

Ray Lewis,
Managing Director,
Canadian Moving Picture Digest,
Toronto, Ont.

Most hearty thanks for kind message of sympathy which I will communicate to the families of the victims of this terrible catastrophe.

MEDERIC MARTIN,
Mayor.

LAST MINUTE NEWS

Victoria, B.C., may have studio as result of a proposal by Carl Bilstead. Joint meeting of Industrial Committee of City Council and executives of Industrial Group heard the Bilstead plan.

Pantages, Toronto, was robbed last night of $1,400. While one of the thieves purchased a ticket, his accomplice opened the door of the ticket-seller's booth and helped himself to the cash box. This without even the aid of a gun. The cashier had her money all counted out, ready to send back with her statements.

Mr. Nogues, an inventor, has perfected a machine whereby with the aid of two lenses in place of the usual one he can take twice as many pictures. This makes slow motion pictures even slower.

Three British scientists are on the road to perfecting a camera which will photograph the functioning power of the internal human organs. Frederick Melville, Radiologist, University College, London; E. W. Edwards, and E. Warnford of British Instructional Films. The normal movement of limbs as seen under X-Ray has already been successfully photographed by these scientists.

All papers commented editorially on the Montreal theatre fire catastrophe; and the general sentiment was protection of children thru legislative measures attending motion pictures.

As a result of the action taken by Mrs. Charles Chaplin in her procedure for a divorce, from the comedian, Quebec will not permit the Chaplin pictures to be advertised. Rumour is current the pictures will be banned also.

As a result of the new law introduced in England governing the press reports on the details of divorce proceedings, the Charlie Chaplin divorce case has been given sparse publicity. The penalty is imprisonment and a fine.

Fifty-one parents were questioned in connection with the tragedy which occurred at the Laurier Palace Theatre.

J. E. Carmel, Montreal City Building Superintendent stated that the Laurier Theatre was erected on approved plans passed by the city inspectors.

The Randolph Mason Academy, a boys' school at Fort Royal, Va., was the scene of a fire, and two hundred boys leaped from the second and third story windows. Ten were badly burned; others received serious injuries in jumping. The boys range from 12 to 20 years.

Educationalists are to take steps to form important organization for import of films for children. A meeting at Board of Education Building, Toronto, attended by representatives of the Social Service Council of Ontario and motion picture representatives. Col. John Cooper, representative of distributors, offered co-operation of distributing agencies. J. C. Brady, of M.P.T.O.A., offered co-operation as well as Clarence Robson, of Famous Players Canadian Corp. Major G. E. Patton, Ontario Motion Picture Bureau, pledged his bureau's support.

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Adolph Zukor Congratulates Digest Pointing Out International Angle

January 5, 1927

Miss Ray Lewis,
Canadian Moving Picture Digest,
Toronto, Ontario, Canada.

My dear Miss Lewis:

I read with great interest your Christmas issue of the Canadian Moving Picture Digest and I want to congratulate you on your enterprise in pointing out the international significance of motion pictures.

No medium of expression is so world wide in its scope as the motion picture. By the same token it also must be world wide in its appeal. Thus it must be sympathetic to the tastes and experiences of the various nations. To accomplish this is no easy task but we are striving constantly to keep our films on a broad, human basis that will make them as welcome and appealing in Canada, Australia and France, for instance, as they are in New York and Chicago. We are in continual touch with public opinion in the various countries and in our studios we have surrounded our producing forces with experts who interpret the tastes of foreign lands.

It is also our policy to extend a welcome to high class productions made abroad. This is evidenced by the releasing contracts which we made with British National Pictures and also certain producers in Germany and France. We shall always be glad to assist in finding a market for foreign made pictures when those pictures meet the production standards which we have set for our studios.

Not only is this commercially beneficial to everybody concerned, but it also has a deep human significance in that it acquaints the various peoples of the world with one another as no other medium can. Thus in becoming truly international in its appeal the motion picture is performing a monumental service in bringing the people of the world into a closer bond of understanding.

With best wishes,

Sincerely,

ADOLPH ZUKOR.
President, Famous Players-Lasky

Proud To Be In Digest States Carl Laemmle

January 10, 1927

Miss Ray Lewis,
Canadian Moving Picture Digest,
259 Spadina Avenue,
Toronto, Ontario.

My dear Miss Lewis:

I want to express my appreciation of the excellent Christmas issue of the Canadian Moving Picture Digest. It made me proud to see Universal and myself represented so comprehensively in such an interesting and readable publication.

Keep up the good work you are doing in the Canadian field. Combining as you do a thorough understanding of the making and distribution of motion pictures with the special problems and situations existent in Canada, you have and can do much to build up mutual good-will and co-operation.

May the New Year find The Digest growing bigger and better with every issue.

Cordially yours,

CARL LAEMMLE,
President, Universal Pictures Corp.

Manager Harper, Lonsdale Theatre, Vancouver, B.C., reported to the police that thieves had broken into his theatre again. The safe was found by a newsboy on the sidewalk, but was unopened. This is the second time such an incident has occurred within a few days. On both occasions the thieves did not take anything.

Col. J. A. Cooper passed through St. John, N.B., en-route for Halifax, there to confer with the Nova Scotia Board of Censors in connection with the condemnation of two features. These have been shown in New Brunswick without any objection either by the public or the Censor Board.

January 6th, 1927.

Miss Ray Lewis,
Canadian Moving Picture Digest,
Toronto, Canada.

Dear Miss Lewis:

Permit me to offer my congratulations to you, on your special Christmas issue of The Digest, and the real service which your publication is extending to the Industry of Canada.

Sincerely yours,

MARCUS LOEW,
President, Metro-Goldwyn-Mayer Corp.

January 5th, 1927

Miss Ray Lewis,
The Canadian Moving Picture Digest,
Toronto, Canada.

Dear Miss Lewis:—

Please accept my compliments on your very attractive Holiday issue which I have just been reading with a great deal of interest.

With all good wishes for your success in 1927,

Sincerely,

E. W. HAMMONS,
President,
Educational Film Exchanges Inc.

January 6th, 1927.

Miss Ray Lewis,
Canadian Moving Picture Digest,
259 Spadina Avenue,
Toronto, Canada.

Dear Miss Lewis:

The Christmas number of The Canadian Moving Picture Digest is typical of the editor, bright, snappy and full of pep. There was no doubt in my mind when you first broached the subject of a special number that it would do credit both to its editor and the motion picture industry.

Kindly accept my congratulations for your excellent issue and hope that the coming year will be a prosperous one for both yourself and the Exhibitors in Canada.

Yours very sincerely,

TIFFANY PRODUCTIONS, Inc.
M. H. HOFFMAN,
Vice-President.

New York City, Jan. 3, 1927

Miss Ray Lewis,
Canadian Moving Picture Digest,

Dear Miss Lewis:

The Christmas Number of the Canadian Moving Picture Digest is before me, and I want you to know that I think it a real contribution to the printed record of the motion picture. The articles on "The Builders of Motion Pictures" are ideal in their conciseness and information.

Artistically and typographically the number reflects great credit upon The Digest management and its capable managing director.

Congratulations.

JOE BRANDT,
President, Columbia Pictures Corp.

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Round About the Studios

DOROTHY MACKAILL, attractive FIRST NATIONAL STAR, is now playing in "THE GIRL FROM CONEY ISLAND." Dorothy is rapidly taking a "Front Rank" position.

LON CHANEY, "the man with a thousand faces," presents some excellent work in "TELL IT TO THE MARINES," released by METRO-GOLDWYN-MAYER.

"SUNYA" is GLORIA SWANSON'S latest for UNITED ARTISTS.

MARY PHILBIN will be seen in "LEA LYON," a UNIVERSAL picture, directed by Edward Sloman.

ANTONIO MORENO has been signed to play the male lead opposite CONSTANCE TALMADGE in "CARLOTTA" for FIRST NATIONAL.

VIRGINIA VALLI will play the lead in "MARRIAGE," a FOX production, shortly to be released. Alma Rubens, originally chosen for the part, was obliged to retire because of illness. MISS VALLI will take her place.

Looks as if William Boyd is proposing to Marguerite de la Motte, if we are to believe this scene taken from P. D. C.'s "The Last Frontier."

DOLORES COSTELLO'S latest picture, "THE THIRD DEGREE," has lately been released through WARNER BROS.

"STARK LOVE" will bring HELEN MUNDAY to the screen, under PARAMOUNT'S banner.

"THE CAT AND THE CANARY" is LAURA LA PLANTE'S next for UNIVERSAL. After witnessing Laura's work in "POKER FACES" and "THE MIDNIGHT SUN" we are pleasurably awaiting her next picture.

CHADWICK PICTURES announce that "SUNSHINE OF PARADISE ALLEY," featuring BARBARA BEDFORD, will soon be released.

ERNEST LUBITSCH is to direct RAMON NOVARRO in "OLD HEIDELBERG" for METRO-GOLDWYN-MAYER.

"THE MAGIC GARDEN," is being completed. It is an F. B. O. picture with MARGARET MORRIS and RAYMOND KEANE.

METRO-GOLDWYN-MAYER have re-signed JOAN CRAWFORD, who is rapidly working her way up to leading roles. MISS CRAWFORD recently signed a new long term contract with this company, regardless that her old one still has three more years to run. She will shortly be seen in "The Understanding Heart."

Scene taken from "Tip Toes," starring Dorothy Gish, and released through British National Pictures.

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Chadwick Pictures Released Thru Canadian Educational

"Devil's Island," "April Fool" and "Winning the Futurity" Among the Latest Releases.

The releases of the Chadwick Pictures Corp., are distributed thru the Canadian Educational Exchanges throughout Canada. Reports on "Devil's Island," with Pauline Frederick are to the effect that it gives this noted star a splendid opportunity for big work.

Alexander Carr in "April Fool," adapted from "An April Shower" is another recent release which is receiving much acclaim. "Winning the Futurity" is the most recent Chadwick to come to Canada for distribution. It is a picture replete with stirring action; and a race scene which is reported to be about the most tense scene of this kind yet screened.

Lionel Barrymore in "The Bells," will be among the Chadwick features which Educational will release. This picture has been produced on a most lavish scale, the story building up to a tremendous climax, the interest tense and sustained throughout.

"THE NERVOUS WRECK" ROCKS 'EM WITH LAUGHTER

The much heralded Al. Christies' special feature length comedy, "The Nervous Wreck," had its initial Ontario showing in the big Pantages Theatre, Toronto, the week of January 10th, and it was the magnet that drew capacity business to that house during the entire week. Ned Miller, the popular manager of Pantages, is responsible for the statement that never has the walls of that house rung with laughter as it did during the showing of "The Nervous Wreck," and those who saw the picture went away fully convinced that they had seen one of the best feature length comedies ever shown.

Patrick Brennan Acquitted Fire, Drumcollogher, Ireland

The fire which occurred in the theatre of Patrick Brennan, Drumcollogher, Ireland, destroyed the building and resulted in the death of 49 patrons. Brennan was charged with manslaughter, but was acquitted, the jury disagreeing. William Ford, the lessee, and Patrick Downing, operator were also charged and acquitted.

Columbia's feature, "Sweet Rosie O'Grady," opens at Pantages, Toronto, next week.

W. L. Stewart Retires From Patricia

London Manager Going South Receives Gifts.

W. L. Stewart, who has been the lessee and manager of the Patricia Theatre, London, Ont., retires from its management and will leave, for a long delayed holiday, for the south.

The International Alliance of Theatrical Stage Employees, Local No. 105, and several friends presented Mr. Stewart with two very fine leather bags, equipped luxuriously for travelling purposes. A dinner at the Drake Cafe was the scene of the first presentation; and later at the Musicians' Club another presentation was made. Speeches and good will prevailed aplenty, since Mr. Stewart made a host of friends, many of whom were assembled to wish him a fine holiday and a return to the city in which he is so welcome.

NEW THEATRE POSSIBLE FOR GANGES, B.C.

The Gulf Islands Picture Company, under the management of Messrs. H. W. Pattinson and C. W. Baker, presented at Mahon Hall, Ganges, B.C., First National's "The Lost World," from the Sir Conan Doyle story. Fulford had the same attraction. This may develop in the construction of a theatre at Ganges.

COLLEEN MOORE
the star that wins in popularity, holding on to her laurel wreath in First National's "Twinkletoes."

Record Year Reported For United Amusements

Regular Dividend 8 Per Cent. Paid on Preferred and 2 Per Cent. on Common.

At the Annual Meeting of the shareholders of the United Amusement Corp., Limited, held at the Regent, Montreal, the report for the year ending Aug. 31st, 1926, was a most promising one, showing that a substantial profit had been made after provision for all operating expenses, depreciation, payment on mortgage, interest, taxes, administration.

The regular dividend of 8% was paid on Preferred and 2% on the Common stock. The total number of theatres controlled by United Amusements is now thirteen, five theatres having been added during the year.

The retiring board of directors were re-elected and are as follows: Ernest A. Cousins, Isidore Crepeau, George Ganetakos, James E. Brookes, D. Zarafonites, P. G. Dermetre, D. A. Murray, Leon Payette, J. P. Bickell and N. L. Nathanson. Ernest A. Cousins, president; Crepeau, vice-president; Ganetakos, managing director; Murray, comptroller, and F. McMahon, secretary-Treasurer.

BIG BRITISH SPECIALS FROM REGAL FILMS

Regal Films, Limited, announces that it will shortly make known a list of English super-features that it has secured for exclusive distribution in Canada.

While no intimation has been given as to just what these features are, enough is known to make the broad statement that they will probably eclipse any British made productions that they have yet been offered Canadian exhibitors.

They are selected productions, starring some of the most famous screen actors of the Mother country, and are staged in a manner that will compare most favorably with the greatest of American made super features.

Star Theatre, Tilbury Purchased by A. Broadley

A. Broadley of Leamington, Ont., has purchased the Star Theatre of Tilbury. Mr. Broadley has been a projectionist at the Patricia, Leamington, for many years; and will retain his position there.

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Bigger than Barnums
Viola Dana - Ralph Ince
George O'Hara

THE ADORABLE DECEIVER
Alberta Vaughn

Laddie
by Gene Stratton-Porter
Director, J. Leo Meehan

FLASHING FANGS
Ranger—the dog

A Regular Scout
Fred Thomson in a tie-up with
the Boy Scouts

BRED IN OLD KENTUCKY
Viola Dana

Kosher Kitty Kelly
Vera Gordon - Nat Carr
Viola Dana

THE TIMID TERROR
George O'Hara

Breed of the Sea
Marg. Livingston - Ralph Ince
Dorothy Dunbar

THE ISLE OF RETRIBUTION
Victor M'Laglen

Her Honor the Governor
Pauline Frederick in another
Madam X

It Won't be Long Now!

Eleven hundred and sixty-two exhibitors in Canada and across the line--men who did not use a single F.B.O. picture in nineteen twenty-six--have bought F.B.O. for nineteen twenty-seven. Of these a large percentage are in closed situations, at liberty to pick and choose at will.

And that gain is *net* because nearly every one of the exhibitors who used F.B.O. last year have re-subscribed for this season and for much greater volume than for last. There must be an answer.

The answer simply is that the Master Showmen of Greater F.B.O. have given, and continue to give the exhibitor something that he needs, something he must have--pictures that bring more money to the box-office.

How long before you join the happy crowd of satisfied F.B.O. exhibitors? If you have your ear to the ground, it won't be long now!

How

GREATER

F. B. O.

has grown!

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CHADWICK PICTURES CORPORATION

PRESENTS

WINNING THE FUTURITY

A HUNT STROMBERG PRODUCTION

With CULLEN LANDIS
CLARA HORTON &
an ALL STAR CAST!

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CANADIAN MOVING PICTURE DIGEST

Vol. 18, No. 38. TORONTO 2, CANADA May 16'27 January 22nd, 1927

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Metro-Goldwyn-Mayer NEWS

More Stars than there are in Heaven

BROADWAY ABLAZE WITH WELCOME FOR M-G-M $2 HITS

"Fire Brigade" and "Tell It to the Marines" are talk of town

NEW YORK, N. Y.—New York has just witnessed the most exciting premieres of its theatrical history with the opening of two great M-G-M $2 attractions.

"The Fire Brigade" opened December 20th at the Central Theatre amid the applause of a public that welcomed the first real thriller of years. Newspaper reviewers are commenting on the wonders that this unique fire spectacle unfolds and point out that it has a heart-throb power even greater than "The Old Nest". The advance sale at the box-office with a $2 admission charge indicates that "The Fire Brigade" is a real hit. New York firemen are behind the engagement solid.

In line with its policy to present only the biggest attractions at the Embassy Theatre, Lon Chaney in "Tell It to the Marines" began a sensational engagement Thursday night, Dec. 23rd, at $2 admission. Theatrical circles on Broadway predict another "Big Parade" and this theory is born out at the box-office where the house is sold out for four weeks in advance. William Haines is the talk of critics and public. Full cooperation of the U. S. Marines is helping to establish this rousing M-G-M attraction.

Lillian Gish

"SCARLET LETTER" BOOKED HEAVILY

Lillian Gish's big $2 hit ends five-month success on Broadway

RICHMOND, VA.—At the Capitol Theatre, Richmond, Va., in one of the first engagements of its heavily booked schedule, "The Scarlet Letter" indicates that the country at large waits eagerly for Lillian Gish's starring triumph fresh from five months of Broadway acclaim at $2. Roy P. Rosser, Manager of the Capitol wires: "'Scarlet Letter' opened Monday to turnaway business—matinee today in pouring rain. House filled. Looks like extended run production. Unanimously acclaimed great picture."

CLEVELAND, O.—"The Scarlet Letter," in snow-bound Cleveland, registered on its second Monday, the biggest day's receipts so far this season at the Stillman Theatre.

Few pictures have enjoyed the advance praise and publicity received by Miss Gish's great production and the volume of bookings promises to exceed any attraction in which she has ever appeared.

WAITING FOR HER BOYS TO COME HOME!
—you'll cheer through your tears—you'll laugh—you'll love it!
The FIRE BRIGADE
A Metro-Goldwyn-Mayer Picture
CENTRAL THEATRE
Twice Daily 2:45—8:45
Three Times New Year's and Sunday 3:00—6:00—8:45

Reproduction of a New York ad on "The Fire Brigade"

Twenty-four sheet stands that are being used heavily to promote M-G-M's Big Specials

John Gilbert and Greta Garbo in the great M-G-M hit "Flesh and the Devil" soon forthcoming

"TIN HATS" BREAKING RECORDS EVERYWHERE

Telegrams continue to pour into the offices of M-G-M regarding the sensational box-office success of the comedy hit "Tin Hats." Doug Kimberley, Manager Colonial Theatre, Tacoma, Washington, wires: "'Tin Hats' breaking all records. Best business this year. S. R. O. sign out Saturday, Sunday, Monday. Crowds stood on line two hours tonight. 'Tin Hats' a Riot."

From the Pasadena Theatres Corp., Manager H. B. Wright, telegraphs: "M-G-M still breaking records. 'Tin Hats' does biggest business history of house."

In big cities as well as small towns it is evident that "Tin Hats" has struck the popular flair for comedy and will go on record as one of the year's most successful pictures.

DETROIT WILD OVER CHANEY IN "MARINES"

S.R.O. for "Tell It to the Marines" at Madison Theatre

DETROIT, MICH.—Detroit film men are watching with keen interest the S.R.O. crowds at the Madison Theatre, where Lon Chaney in "Tell It to the Marines" is settling into an extended run. The box-office reports opening day "from one this afternoon until nine-thirty tonight it has been standing room only. It looks as though the New York success will be topped in Detroit and throughout America. William Haines is coming star."

According to present indications bookings on "Tell It to the Marines" will have reached a greater total in quicker time than any previous M-G-M release.

M-G-M STUDIO REVEALS BIG PRODUCTIONS COMING

"Old Heidelberg" goes into work with Ramon Novarro starring

CULVER CITY, CAL.—The Culver City studio of M-G-M is humming with activity. Spurred on by the success of their nationally famous specials, studio officials, stars and directors are engaged on the greatest period of activity in the history of this company.

"Old Heidelberg," starring Ramon Novarro, is under way. Ernest Lubitch is directing this giant enterprise and it will set a new mark in production annals.

Clarence Brown is directing M-G-M's great epic of the opening of Alaska, based on Robert W. Service's "Trail of Ninety-Eight."

Lon Chaney is working in the famous vehicle "Mr. Wu", noted as both a novel and stage success.

Among other important pictures nearing completion are Norma Shearer in "The Demi-Bride" with Lew Cody; "Women Love Diamonds", with an all-star cast; "Winners of the Wilderness", Tim McCoy's new offering to follow "War Paint" and "Slide Kelly Slide", with William Haines featured in a picture that will be to baseball what his "Brown of Harvard" was to football.

Ten other companies are working on the M-G-M lot in addition to the above, and the audiences which today are applauding "The Fire Brigade", "Tell It to the Marines" and other M-G-M hits may look forward to even greater entertainments in the coming months.

LEO LION *says:*
M-G-M knows public taste. That's why the public knows M-G-M.

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A Most Important Announcement to Canadian Exhibitors

We take pride in announcing that we have secured exclusive distribution for the Dominion of Canada of the three greatest super-features produced in England in the last decade. These features are creating a positive sensation in all parts of the British Empire and surely will take Canada by storm. Here are the three :--

"MONS" The Story of the Immortal Retreat. By Permission of His Majesty's Army Council.

A Mighty, Dramatic, Historical Spectacle of the Great War.

"PALAVA" A Highly Dramatic Tale of Adventure and Peril in Northern Nigeria.

Cast includes leading British Players and Native Algerians.

"NELSON" The Life Story of Great Britain's Outstanding National Hero.

A Beautiful Love Romance, Glorious Adventure, Noble Heroism.

Each of these is an outstanding super-feature that is destined to make new high box-office records for Canadian Exhibitors. Watch for release dates and more details.

Regal Films Limited

Toronto - Montreal - St. John - Winnipeg - Calgary - Vancouver

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Another P.D.C. Box Office Hit

VERA REYNOLDS
in "Corporal KATE"

A Tremendous picture of love and war—the first film ever made that tells the women's side of the great conflict, abrim with drama, tears, laughs and appeal.

With
JULIA FAYE *and*
KENNETH THOMSON
A **PAUL SLOANE** PRODUCTION
From the story by Zelda Sears *and* Marion Orth
DIRECTED BY PAUL SLOANE
Produced by
DE MILLE PICTURES CORPORATION

REGAL FILMS LIMITED

Sole Distributors for Canada

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More "Sloughing!"

First National Pictures Inc.

Dear Sirs:

After reading all the confessions appearing in newspapers these days it sure has given me a feeling of remorse and I'm getting scared that somebody might squeal on me for a trick I turned in Sept. 1926. I sure "sloughed" your salesman when I bought your Banner Group because after playing a half dozen or so of them I find my business increased to such extent that I know I am not paying enough for your pictures. If you think I should make this confession public should I tell my story to Judge Landis or Will Hays?

R. T. S.

R. T. S.

Don't worry about it. There's hundreds of similar cases to yours and we are mainly concerned in keeping the exhibitor happy and helping him make money. And you said it, "R," First National does that little thing.

Best regards. FIRST NATIONAL PICTURES INC.

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An open letter to First National salesmen

Last year you boys brought home the largest gross revenue in First National's history--an evidence of the exhibitors' understanding of your company's ability to deliver money-making pictures.

Your company intends to hold the good will of its accounts and as a proof of its intention provides a group of productions during the first six months of 1927 that embraces every meaning of the word "specials." Some of them are

NORMA TALMADGE
in
CAMILLE

COLLEEN MOORE
in
ORCHIDS AND ERMINE
and
NAUGHTY BUT NICE

CONSTANCE TALMADGE
in
VENUS FROM VENICE

CORINNE GRIFFITH
in
THE LADY IN ERMINE
and
THREE HOURS

RICHARD BARTHELMESS
in
THE PATENT LEATHER KID
and a series

KEN MAYNARD
in
THE OVERLAND STAGE
and
SOMEWHERE IN SONORA

HARRY LANGDON
in
LONG PANTS

CHARLIE MURRAY—CHESTER CONKLIN
in
McFADDEN'S FLATS

LEON ERROL
in
THE LUNATIC AT LARGE

Show them to your accounts so that they will be happy in the knowledge that they hold a First National contract. There are others just as big which form a program that definitely assures the showman that

FIRST NATIONAL *IS* FIRST

FIRST NATIONAL PICTURES

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Canadian Moving Picture DIGEST

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RAY LEWIS
Editor and Managing Director
GEORGE C. WILLIAMS
President

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A "Young" Idol

THE STUDENTS of mankind have often wondered whether genius is born, or made.

Ever so often we find the miracle presenting itself. A Christ Born in a manger; and other manifestations of Some Will which awards the delivery of a Spiritual Message to a blind Milton, an uneducated Bunyan.

RAY LEWIS

Symphonies which have not been equalled since a deaf Beethoven heard their music with an inner ear tuned to the song of the spheres, that mankind may understand rhythm and harmony.

A Napoleon arising from the people for the delivery of his country, to show that there is no Divinity of Kings.

Life is not squeamish as to where it secures the material it desires to use for evolutionary purposes. Art, Finance, Commerce find sons of the people of the soil, daughters also, moulding the destinies of nations.

An opportunity presents itself; and for that opportunity Life has prepared a disciple to capture the prize; and for Life all mediums of expression are worth while.

The pugilist, wrestler, swimmer, artist, inventor, statesman, warrior, limitless avenues to be exploited, so that all things may be possible for man; and that he shall truly have "Dominion over earth" according to the Creative Promise.

The awarding of the Nobel prize to Dr. F. G. Banting, who in the discovery of insulin gave the world a priceless gift, brought Toronto, wherein Dr. Banting lives and where he is engaged in research work, much fame.

And now we have George Young, the hero of the Catalina Channel swim, a son of Toronto, a seventeen-year-old lad, who had the confidence and courage to go after a prize thousands of miles away; and for which the world's experienced prize swimmers were competing.

George Young, who had not enough money to pay his railroad fare to Los Angeles, but the faith and determination to get there.

And Life which had equipped and trained him in a modest way for just such a feat, made him fight his way to victory, but provided the necessary Good Samaritan that might succour and sustain him when he had done his best.

A miracle some will exclaim that Fortune has welcomed him, that her lap is bountiful with the prizes which are to be added to the Wrigley Catalina prize of $25,000.

A poor boy, son of an invalid widow, to be so fortunate, the world exclaims! But the world does not pause to consider that Young's record, his trip to California, show that Life has repeatedly "weighed him in the scales" and has not found him wanting.

It appears that George Young is to become "one of our people." That the screen is to be one of the profitable prizes within his reach. That one of our leading companies, the Famous Players-Lasky, has already presented a tentative offer.

It gives the world food for thought that Toronto, with its seven hundred thousand people, one of the cities of a Dominion which has an aggregate population around eight millions should have bred a world hero.

And now Toronto wishes to hold on to her "Young" Idol. It is a natural impulse, but the gods have always lived upon Mount Olympus, they drink Ambrosial drops, and although the size of a city, or country, is a matter of relativity, so are its opportunities which take on the circumference of their widest sphere.

Young has become an international name. Any city, or country which breeds such children can rest on its laurels.

Ray Lewis

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Now This Road Show Comes To You!

Adaptation by John Russell and George Hull - -

Screen Play by Forrest Halsey

D. W. GRIFFITH'S Pro

with ADOLPHE MEN

RICARDO CORTEZ - CAROL DEMPSTER -

- A Paramount Picture -

SORROW

Famous-Lasky Film Servic

Go gle

ion

DU AS SATAN

DE PUTTI

By MARIE CORELLI

S of SATAN

Limited

St. John - Montreal - Toronto
Winnipeg - Calgary - Vancouver

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Ray Presents

WINDSOR and Quebec in Canada have banned Chaplin films. The law, that is British law, holds every man innocent until he is proved guilty.

The circumstances governing the marital relationship of Charles Chaplin and Lita Grey are the private affair of these people; and should have remained private.

* * *

The fact that Lita Grey talked a great deal should not have influenced Chaplin to talk. Lita Grey means nothing to our Industry, or to the world as far as the name of Lita Grey goes. That she is entitled to all which she deserves goes without saying. She is no more, nor no less than any other human being as far as her rights are concerned.

* * *

WE are dealing with Chaplin, not as a human being, but as one of the idols of the world. Herein he takes on quite a different stature. He has been the world's jester. He is outstanding in this respect, using a new medium as his Fool's Cap, a medium which takes its place among the marvellous inventions of this civilization.

Out of respect for his unique ability, the world's attitude towards his art, out of respect for the Industry in which we are associated, we rally to the Defence of Chaplin.

The world is too slow in making heroes to allow the world to crucify them so easily and readily.

The Industry should form a bodyguard around Chaplin's name. It should muzzle Lita Grey with money, or with power, if the Industry realizes that in Chaplin's Fall, the fall this Industry receives is immeasureable.

* * *

"Let he who is among you and without sin cast the first stone" does not get enough practise. Let's practise it in relationship to Chaplin. Let us not try his case. We know Lita Grey wants money. It is perhaps coming to her. With this angle we are not concerned.

Each man is responsible for his own actions, he is the keeper of himself. Public men like Chaplin owe the world every consideration, the Industry with which they are associated every consideration also. And this Industry owes it to Chaplin to see that the world gives Chaplin a square deal.

POPULARITY is a "fickle jade," those who are thus sustained should bear this ever in mind. One incident "fails to make good" and the applause is turned to jeers.

When the world gives its favorites wealth, power, position, all the materials of life with which to build, these favorites should at least "assume a virtue if they have it not."

The world is a hypocrite, very conventional, it might condone a misdemeanor privately, but for the sake of setting a good example it must condemn, that which is offensive to public taste, publicly.

In return for the world's bounty some sacrifices have to be made; and the least of these is the one which requires one not to show the "clay feet" of the world's god. In other words come out of the kitchen when the world has dressed you in evening togs.

PHIL KAUFFMAN

PHIL KAUFFMAN, one of the cleverest distribution managers we have in Canada, leaves Toronto, where he has been general manager of distribution for Regal, to take on the position of general manager of distribution for First National, covering a territory which covers Eastern and Central Europe, including Germany, Austria-Hungary, Bulgaria, Czecho-Slovakia, Jugo-Slovakia, Poland, the Baltic Provinces, Turkey, Greece, Roumania. Mr. Kauffman sails for Berlin on February 18th.

Mr. Kauffman is perhaps the oldest, youngest man in the Industry in Canada, having been in one territory for seventeen years.

In 1909 we find Mr. Kauffman associated with the Allen Bros. in Western Canada, head of the Canadian Film Co. Previously the Allens were stationed at Brantford, Ont., and it is from this point that Mr. Kauffman started selling films for them. Later he opened an exchange for The Allens at Calgary and in 1910 went to the Orient representing the same firm. He opened Exchanges in Manilla, the Phillipine Islands, Japan, China, East Indies, returning to Toronto in 1911 to handle the distribution of the Universal product, which the Allens were distributing.

When the franchise was sold to Universal, Mr. Kauffman remained with The Allens and sold Paramount Pictures, which was then marketed under the trademark of the Famous-Players Film Service.

In 1919 Mr. Kauffman opened offices for the Selznick product, of which organization he remained general manager until Regal absorbed this company in 1921, when Mr. Kauffman became general manager of the Regal Films.

During his career in the film industry in Canada Mr. Kauffman has built up an extensive business relationship both with the exhibitors and with the trade. Perhaps his position is unique, for during all the "dark days" in our Industry when exhibitor and distributor looked upon each other as "possible prey," Mr. Kauffman never fell into disrepute with the exhibitors; and is foremost among those distributors who endeavored to establish a new order in film salesmanship, the building up of the exchange service through the establishment of good will.

We extend to Mr. Kauffman our congratulations on his recent splendid appointment; and we feel that First National has, in securing his services, placed money in the bank; in those territories over which Mr. Kauffman is to have jurisdiction.

The Industry of Canada regrets losing one of its brilliant members, but we cannot help but rejoice in his good luck with him.

The First National position assigned to Mr. Kauffman is a real man's job; and with the experience which Mr. Kauffman brings to it; and the product First National can give him, the deal looks like a very good one all around.

* * *

TORONTO is all excited over its "Young Idol. Sir Edward Kemp has started a fund for the erection of a home for the boy and his mother. The mother, Mrs. Young, who was injured in a leap from a three-storey building during a fire, is receiving every care and attention.

Should Mrs. Young desire to take the Los Angeles trip, one of our railroads is ready to pay all her expenses.

* * *

Nobody in Toronto appears to have known that George Young was entering the contest. It looks as if the boy told his mother and then "just picked himself up and started towards the land of the golden sun."

* * *

THE Toronto papers are devoting no end of space to George Young and the public are very keen to read all about this gallant boy's doings. What interests the public so much is the fact that the boy's reputation is such a splendid one; and the letters which he has written to his mother are so fine in their tone, every effort

(Continued on Page 15)

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SPORTS
By LIONEL HARPER

Famous Players added one more victory to their already long string of triumphs in the hockey world when they downed the Easy Washer sextette at Willowdale Arena by 3—2. The win gave them an undisputed lead over their nearest rival in the junior commercial series of the Toronto Hockey League. With but one more game to play with the Daily Star and the Easy Washer and two with the H. S. Howland and Co. who lost their only start by 11—0, prospects are indeed bright for the winning of the group title.

Famous Players have won two games and both have been by single goal margins over their opponents. The "Silver Six" showed better form in their battle with the Easy Washer than marked their play against the Daily Star. The forward line was more concerted in its attack and worked together in such style that the next few games should see a sparkling three-man combination perfected which will make the club the equal of the 1926 aggregation which carried all before it on the road to Pennantville. Heggie and Taylor are an almost unbeatable pair on the defence but have a bad habit of backing in on the goal which almost caused disaster in the close win from the Easy Washer. Two tallies were made in this affair which were deflected from the skates of Taylor in one case and Heggie in the other.

The Famous scored early in the first period when Taylor passed to Tallon as he hit the defence and "Jimmy" worked his way in to slip the puck to "Butch" right on top of the goaltender. In the second period Gleason passed to Tallon and the smart centre man had little trouble picking the high corner of the twine. The Easy Washer made two rather lucky counters in the second in the fashion noted above. In the third stanza, Bunny Gleason faked a pass to Tallon and fooled the costodian completely.

"Cocky" Wallis played the same old "Devil May Care" game which he showed against the Daily Star. From the side lines Wallis looks like a real star who is holding something in reserve for some better time. The left winger fails to back check in the style which would make him an invaluable asset to any team. Wallis has unlimited speed and we would like to see the big fellow step out and do his stuff for just one game.

"Nick" Schenck Enjoys The Digest

Miss Ray Lewis,
Canadian Moving Picture Digest,
259 Spadina Avenue,
Toronto, Canada.

Dear Miss Lewis:

I have just finished reading the copy of your Christmas issue of The Digest, and I want to tell you that I enjoyed it thoroughly.

With kindest regards, and trusting that the New Year will bring you health and happiness, I am

Yours very truly,

(signed) NICHOLAS M. SCHENCK.

Sunday Shows Threatened Following Montreal Fire

Pressure is being exerted on the Quebec Provincial Government by His Grace, Archibishop Gauthier, of the Roman Catholic Church, Montreal, the Montreal Presbytery of the Presbyterian Church, and others to prohibit Sunday shows as a result of the recent Montreal theatre disaster.

If Sunday performances were placed under the ban, it would affect many theatres in cities of Quebec other than Montreal. One of these is Hull, Quebec, which is opposite to the city of Ottawa, in Ontario where Sunday performances are illegal. There are three large theatres in Hull, the Laurier, Eden and Capitol, which enjoy large patronage from the Ontario city on Sundays, patrons merely crossing over to the adjacent city by automobile or street car.

"House Without a Key" Pathe's Latest Serial

Pathe's latest serial, "The House Without a Key," is perhaps the most elaborately staged chapter play that has been offered Canadian exhibitors in years. It is from the famous story that was read by millions in the Saturday Evening Post.

Ameen Lawand, Montreal Owned Theatre, Ottawa

Ameen Lawand, proprietor of the Laurier Palace Theatre, Montreal, in which 78 children met their death in the recent disaster, had a theatre in Ottawa, Ontario, for more than a year, this being the Casino Theatre which was recently taken over by Fred Leduc of Ottawa who, previously, had controlled the house. Lawand spent considerable time in Ottawa during the period that he had the local theatre.

FOR SALE

1 Simplex Driven Moving Picture Machine in perfect condition.
Bargain.

24 PAULINE AVENUE
KEN. 4367
TORONTO, ONTARIO

Toronto Theatres

UPTOWN — "Variety," with Emil Jannings, and Lya de Putti—U.F.A. Paramount. Class A. Jannings does a superb interpretation in a magnificently directed picture. The story is gripping. Lya de Putti does her best work here and is fascinating. The picture is creating much talk.

TIVOLI—"The White Black Sheep" with Richard Barthelmess — First National. Class B plus. Barthelmess always good. A well presented feature with colorful scenes and distinctive handling.

PANTAGES — "Sweet Rosie O'Grady," with Cullen Landis, Shirley Mason and Wm. Conklin, Columbia. Class B plus. Shirley Mason gets a chance to show what she can do, and she does it. A fine popular attraction.

LOEW'S — "Faust," with Emil Jannings — Metro-Goldwyn-Mayer. Is one of this week's hits, giving Toronto another motion picture treat. The work of Marguerite is excellent. Class A.

REGENT — "The Scarlet Letter," with Lillian Gish—Metro-Goldwyn-Mayer. Class A. A beautiful picturization of Hawthorne's ever popular story. Lillian has a part that suits her physique and personality perfectly. Lars Hanson, Henry Walthall, and other players all contribute to the picture's success.

Neighborhood Theatres

PALACE — "Upstage," with Norma Shearer — Metro-Goldwyn-Mayer. Class B. A delightful picture, with a delightful star. Good for the box office.

ST. CLAIR—"The Family Upstairs" with Virginia Valli — Fox. Class B. Entertaining and different. Wholesome, the kind of picture that helps the prestige of a house.

COLLEGE—"Sparrows," with Mary Pickford—United Artists. Class B. Mary still a "little" girl in a popular theme.

BEACH — "Every Mother's Son," an All-Star Cast — Regal. A good British picture that has made the box-office talk. Class B.

CAPITOL — "Bardelys the Magnificent," with John Gilbert — Metro-Goldwyn-Mayer. Class B plus. Fine production of a spirited story, author and leads good draw. Eleanor Boardman does some fine work and makes a most pleasing picture. John Gilbert in a dashing adventurer role.

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President Joseph P. Kennedy, F.B.O. Calls Digest Best Number to Date

January 14, 1927

Miss Ray Lewis,
Canadian Moving Picture Digest,
Miller Building,
259 Spadina Avenue,
Toronto, Canada.

Dear Miss Lewis:

I read the Christmas number of the Canadian Digest and want to take this opportunity to congratulate you on getting out, what I consider to be, the best number to date.

Unquestionably, The Digest is rendering a very useful service to the exhibitors of Canada and the editorial comment, the exhibitor's helps, the exploitation ideas and the general information contained in your issue each week ought to make it a welcome acquisition to the Canadian exhibitor's commercial literature.

My best wishes for your continued success.

Sincerely yours,
(signed) JOSEPH P. KENNEDY,
President, R-C Pictures Corporation.

"THE COUNTRY BEYOND" PRODUCED IN CANADA

At Metropolitan, Winnipeg

(*Special to The Digest*)

"The Country Beyond," made by the Fox Film Company in northern and central Alberta province, around Jasper National Park, began a week's run at the Metropolitan Theatre, Winnipeg, Jan. 15 and promises to break the house record for attendance, as it is backed up by the Canadian National Railways with its host of employees in Winnipeg.

The officers of the railways entertained the members of the press, with Walter Davis, manager of the "Met." and J. "Ad" Wilson, manager of Fox Films in Winnipeg, to an elaborate dinner in the Maple Room of the Fort Garry Hotel, Jan. 14, in honor of the pre-view which was given to a select few in the screen room of the Film Exchange Biulding.

Irving Cummings directed the picture, which is an absorbing story based on James Oliver Curwood's widely read story. He stated that the reason why the Fox people sent a company of 30 people to Canada to make the picture was that the public of United States were becoming "pict -wise" and refused to accept a Can ian picture any longer, filmed on United States locations. Olive Borden, Walter Graves, Gertrude Astor, and J. O. Farrel MacDonald, as the "Mountie" are seen in the picture and the scenery is beyond words to write of in its beauty and fitness.

Manager Davis gave the picture an elaborate stage setting at the Metropolitan.

BENEFIT CONCERT HELD REGENT THEATRE OTTAWA

Montreal Fire Victims

A benefit concert was held at the Regent Theatre, Ottawa, Ontario, on Sunday evening, January 16, for the purpose of raising money for the parents of three small children who were recently burned to death in their suburban home. The theatre was placed at the disposal of the civic committee in charge, rent free by Manager Ray Tubman and the programme was organized by Orville Johnston, conductor of the Regent orchestra. The chief difficulty was in limiting the number of contributing artists.

"SWEET ROSIE O'GRADY" MAKES A HIT

F. G. Spencer Calls It "Rare Find."

F. G. SPENCER LIMITED
AMUSEMENTS

St. John, N.B., Jan. 8, 1927

Mr. Mitchell Bernstein,
Maritime Film Company,
St. John, N.B.

Dear Mr. Bernstein:

I am strongly of the opinion that "Sweet Rosie O'Grady," which I have had the pleasure of seeing at the Opera House last evening, is deserving of every commendation, and I wish to congratulate you on having obtained so fine a piece of film property.

It is positively one of those rare finds, a one hundred per cent. picture, and I wish to thank you for the opportunity provided us to play it in the Opera House.

Sincerely trust that your financial success with "Sweet Rosie O'Grady" will be commensurate with its merits.

Yours sincerely,
(signed) F. G. SPENCER.

KING AND QUEEN SEND MESSAGE

English Sovereigns Sympathize Montreal Disaster Sufferers

Their Majesties, King George and Queen Mary, sent an official message of condolence to Viscount Willingdon, Governor-General of Canada, at Rideau Hall, Ottawa, for the bereaved in the recent Montreal theatre disaster. The cabled message from London read as follows:

"The Queen and I are shocked to hear of the terrible disaster at the Laurier Palace Cinema in Montreal, in which so many children have lost their lives. Please make inquiries on our behalf as to the progress of the injured and convey our heartfelt sympathy to the bereaved families."

Premier Poincare of France also cabled his sympathy to the Canadian Government.

Government's Popular Series "Seeing Canada" in Address

Digest Editor, Ray Lewis, Gave Series Its Name.

"Screening Canada" was the subject of a very popular address by Raymond S. Peck, director of the Canadian Government Motion Picture Studio, Ottawa, before the Canadian Club of Montreal at the Windsor Hotel, Montreal, when he emphasized the point that both of the large transcontinental railways in the Dominion, as well as the Canadian Government itself, were making extensive use of motion pictures to boost the country, its resources, sports and other features to the world. Mr. Peck told of the progress that had been made by the Canadian Government's own plant since its establishment 10 years ago and how other nations and Dominions had copied the Canadian film scheme.

In dealing with the importance of moving pictures and picture advertising, Mr. Peck declared that considerable time was devoted at the recent Imperial Conference to a discussion of suggestions for the encouragement of British pictures in order to disseminate British ideals. The "Seeing Canada" series produced by the Canadian Government had received world wide distribution and declared that each picture sent to foreign countries carried the sub-title:

"Canada welcomes the tourist as the nation's guest to a land where every season presents its alluring charm."

Mr. Peck predicted that the Government and the railway type of moving picture would enjoy great development in the years to come. Ray Lewis, Editor of The Digest, christened the "Seeing Canada" series.

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Ray Presents

(Continued from Page 9)

is being made to protect this youth from unnecessary bitter experiences.

Toronto appreciates the fact that Wrigley has placed his attorney at the disposal of the youth for necessary legal advice and counsel.

* * *

When Young returns to this city, which adopted him at the age of two, upon his arrival from Aberdeen, Scotland, Young will receive a welcome equal to that accorded a conqueror in any man's land.

Preparations for the welcome of Young are going on daily; and probably Toronto will return to her youth; and give Young a welcome which will make Toronto history.

* * *

NEVER perhaps in the history of Toronto have we had such a week of outstanding pictures.

"Variety," the U.F.A. Paramount at the Uptown, with Emil Jannings and Lya de Putti, broke the ice in connection with German-made films; and made Torontonians glad that this decision had been reached by our Censor board, for "Variety" is creating as much talk here as it did in the United States. The press are all enthusiastic, and the "by word of mouth" publicity heard everywhere is "great, great, great."

* * *

"Faust," the U.F.A. Metro-Goldwyn - Mayer release at Loew's, is coming in for equal encomiums. Here Jannings gets a glorious opportunity as Mephistopheles. The sets are beautiful in their magnificence and although the theme is grown-up still it is pictures of this kind which win for Motion Pictures the respect of the other arts; of the Industry and the public in general.

* * *

LILLIAN GISH at the Regent in Metro-Goldwyn-Mayer's picturization of Hawthorne's "The Scarlet Letter," is a ladies' picture, but the men come also; and keep time with the ladies in the use of pocket handkerchiefs. Such a picture cannot help but "put over" a great message of tolerance. It gives Lillian Gish a splendid role and Lars Hanson gets his big chance also as the "pilot of souls."

* * *

RICHARD BARTHELMESS in "White Black Sheep," First National's feature, is playing The Tivoli. The picture abounds in action, in thrills, in colour, the scenic investiture is a delight to the eye and Barthelmess magnetism always gets him over.

"Sweet Rosie O'Grady" is a Columbia and in a class which makes it an excellent bet for Ned Miller's patronage at Pantages.

Shirley Mason walks away with the picture, which is all one can expect from a star. The Irish and Hebrew wit and tears get a good chance to flow and since everybody appears to be happy, the audience cries and laughs and has a good time also.

* * *

THE Music Master Series which formed part of the "Uptown Theatre" programme was interesting, covering the inspirational episodes in the Life of Beethoven, the great German composer. The Hamburg Trio presenting the Trio in B Flat, was inspiring and completed what I might term a very high-brow programme. Perhaps too high-brow for the masses from whom motion picture theatres are obliged to get their profits. The Hamburg Trio holds a position of distinction in the musical life of Toronto, but about one-half of their programme would have speeded up the bill; and been just enough of a "good thing" to have made one of the finest programmes yet assembled at The Uptown, one of its most profitable.

EDGAR A. GUEST POEMS RELEASED

American Cinema Association announces that the first of the Edgar A. Guest Poetic Jewel releases, set for February 1, will be "Bill and I Went Fishin'," one of Mr. Guest's most popular bits of verse.

The second release will be "Man And The Auto" and the third, "The Yellow Dog."

Charles L. Glett, producer of the Guest Jewels, and Walter K. Scott, who is illustrating them for the screen, will go to Lake Placid this week for work on another of the series of 13 which calls for a wintry setting.

PROJECTION

By GUY E. McALLAN

From France comes the announcement of a new light source for projection invented by a French engineer, M. Dussaud.

In brief, it consists of a disk on the edge of which are mounted sixteen low voltage incandescent lamp bulbs, when the disc is revolved each light is switched into the circuit momentarily and subjected to a much higher voltage than it is designed for. This gives a very brilliant flash of light, and as the contact is only for a fraction of a second the filament has not time to burn out, the light for projection is continuous because one bulb follows the other in quick succession.

* * *

To give incandescent bulbs a heavy frosting dip in the following solution:

SANDRAC	2½ ozs.
MASTIC	½ oz.
ETHER	24 ozs.
BENZINE	18 ozs.

Use as a dip.

* * *

Many travelling projectionists have a habit that when they wish to test a circuit they place the fingers of the hand across the wire and tell from the type of shock received whether the wire is A.C. or D.C. Needless to say, such a practice is dangerous, and if the wires should be carrying high voltage A.C. the hands would grasp the wires and be unable to let go. If you must test this way use the following method: Lay the back of the hand across the wires and in case of a severe shock your fingers will not clutch the wires as the hand will be thrown away from the circuit.

The big Elks special picture now titled "HELLO BILL," but which in all probability will be renamed, is rounding into shape for production at F. B. O. studios.

J. D. Williams States Digest Message Finest Article Ever Read

Miss Ray Lewis, Editor,
Canadian Moving Picture Digest,
259 Spadina Avenue,
Toronto, Canada.

January 19, 1927

Dear Miss Lewis:

I want to congratulate you on your wonderful message in your Christmas number. This is one of the finest articles I have ever read with regard to the picture business.

Kind regards.

Sincerely yours,

(signed) J. D. WILLIAMS.

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Read all of this-

(No. 518—*Straight from the Shoulder Talk by Carl*

WHETHER YOU EVER READ ONE OF MY STRAIGHT from the Shoulder talks or not, I beg of you to read every single word of this one — because I didn't write it. It was written by S. M. P., the screen critic of the Montreal Star. I not only agree with every word it says, but I wish I could have written it even half as well. Here it is:

"MICHAEL STROGOFF" AT PRINCESS A GREAT FILM IN ACTING AND PRODUCTION.

IF EVER THERE WAS A TALE THAT SIMPLY HURLED defiance at credulity and smashed the ordinary conception of plausibility of writing into pulp, it is "Michael Strogoff." Jules Verne never did anything by halves. Our most modern submarines are still years behind. Our adventurous romances are simply not in it with his story of "Michael Strogoff," the courier of the Czar Alexander II, who performed prodigies of valor in a five-thousand mile trip from St. Petersburg to Irkutsk, in Siberia, suffering incredible misfortune, disaster, torture and horrors by way of the inhospitable steppes, the murderous Tartar hordes and the snowclad mountains and ravines.

AND YET THE TALE HOLDS THE IMAGINATION. PERhaps this is because it tells a story of devotion to duty through the most trying of tests. People always like to see somebody else doing something they have been told to do and experience the greatest possible difficulty in doing. It gives such a fillip to the common sense of superiority, perhaps. Be that as it may, the French firm, Film de France, who undertook to make this story into a film, did not miscalculate human psychology, for it is a film of the most absorbing and intense

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Round About the Studios

The Hawaiians appearing in the newest PATHESERIAL, "THE HOUSE WITHOUT A KEY," are the pick of the island's swimmers and athletes. When PATHE started to pick the cast for this mystery story with its South Seas setting, the matter of getting natives was a problem. But Hollywood solved that; for in this centre of the moving picture world are the best types of all nations.

"WHITE GOLD," the drama of the sheep country, is being produced at the DE MILLE studios. WILLIAM K. HOWARD is directing, with JETTA GOUDAL starred and KENNETH THOMSON, GEORGE BANCROFT, GEORGE NICHOLS and CLYDE COOK in featured roles.

COLLEEN MOORE'S next starring vehicle, produced by John McCormick, is titled "NAUGHTY BUT NICE," adapted from Lewis Allan Browne's story, "MISS GEORGE WASHINGTON." CAREY WILSON is writing the continuity.

THOMAS MEIGHAN heads the list of PARAMOUNT pictures in production, with "BLIND ALLEYS" an original story by OWEN DAVIS, which is to be directed by FRANK TUTTLE. EVELYN BRENT is the only member of the cast so far chosen.

BILL IRVING, who has been seen in many comic supporting roles in CHRISTIE COMEDIES, appears as the Italian bandit leader in "SURE FIRE," the latest EDUCATIONAL-BOBBY VERNON COMEDY.

GILDA GRAY is to begin her second starring picture for PARAMOUNT in a story called "CABARET." It will have a New York background, as its title implies. OWEN DAVIS is the author. No cast has been decided upon.

The forthcoming KEN MAYNARD super-western for FIRST NATIONAL will be shown as "SOMEWHERE IN SONORA" instead of "SOMEWHERE SOUTH OF SONORA."

With AL ROGELL directing "The SUNSET DERBY," the screen adaptation of a short story by William Dudley Pelley, is scheduled to go into production shortly. BUSTER COLLIER and CLAUDE GILLINGWATER are in the cast to date for FIRST NATIONAL.

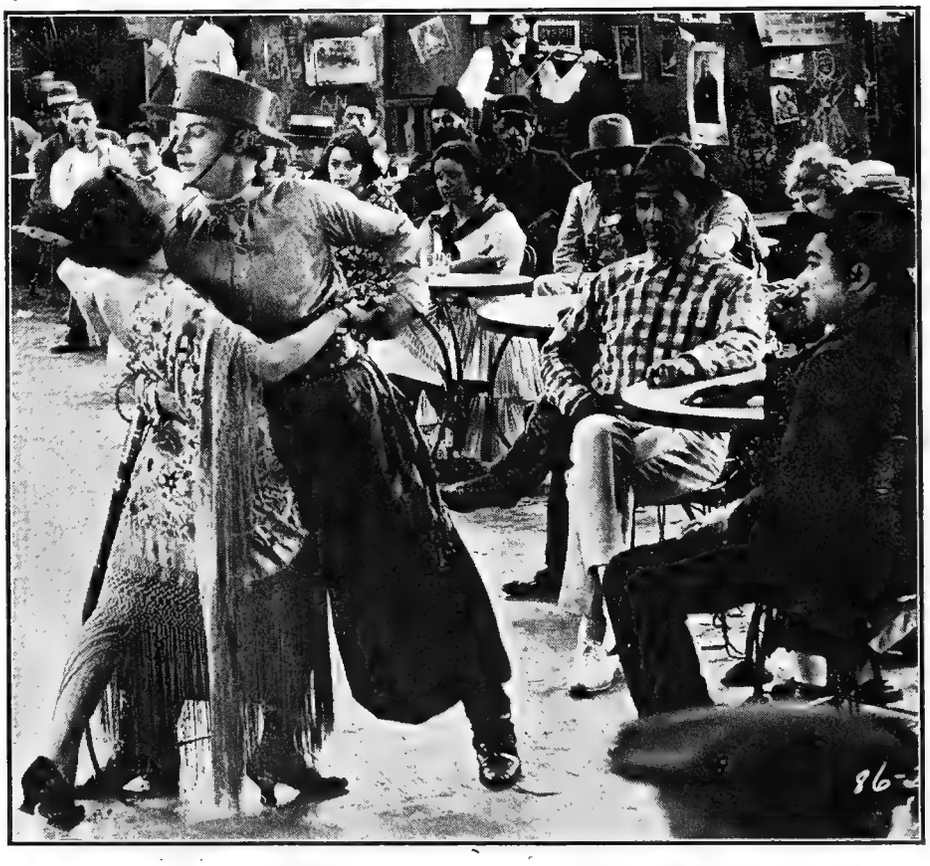
RICHARD DIX is scheduled to begin his next starring picture shortly. It will be called "KNOCKOUT REILLY." Mr. Dix has gone into training for this picture as it requires some strenuous boxing work during many of the sequences. MARY BRIAN will play opposite him. The story is an adaptation by Pierre Collins and Kenneth Raisbeck from Albert Payson Terhune's story, "THE HUNCH." Some well known professional boxers will be cast for important parts in the picture.

An original story by FRANK GRIFFIN, tentatively titled "BAYONUTS," is scheduled to go into production very soon. DEL LORD will direct. HAMPTON DEL RUTH is writing the continuity. CHARLIE MURRAY and GEORGE SIDNEY are the only players selected for the cast so far.

MARIE PREVOST'S current METROPOLITAN production is a screen version of the famous stage farce, "GETTING GERTIE'S GARTER," with E. MASON HOPPER directing and CHARLES RAY appearing opposite.

GEORGE DAVIS is the featured comedian in the new MERMAID COMEDY for EDUCATIONAL, with EDNA MARION playing opposite. His appearance as featured player follows his success in "MUCH MYSTERY," another MERMAID which was directed by STEPHEN ROBERTS. EDNA MARION has been playing as leading lady for NEAL BURNS but was obtained for the leading feminine role in this MERMAID which has been titled, "BUSY LIZZIE."

DEL ANDREWS, F. B. O. director, has finished the third episode of H. C. WITWER'S "WISECRACKERS," called "LOVE AT FIRST FIGHT" and will start on the fourth of this series immediately. The fourth will be known as "SURVIVAL of the FATTEST," and is due for release in March.



The Valentino Tango as presented by Rudolph Valentino in Metro-Goldwyn-Mayer's ever popular "Four Horsemen of the Apocalypse."

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When it comes down to box-office names there is just one that is the indisputable leader of them all. No matter how small your theatre may be, no matter how large your circuit may be, you cannot afford to disregard the claims of

Gene Stratton-Porter

She has given the screen what it sorely needs, clean, wholesome, human stories which at once appeal to the heart and the mind. Stories that raise the prestige of our business in the estimation of all. Stories that strengthen our faith in human nature.

Greater F.B.O. alone can offer you Gene Stratton-Porter's stories and let us tell you that they are not butchered to fit the "qualities" or the whims of any star. And remember this---they have that quality which every picture must have, Entertainment---Entertainment---Plus!

A Girl of the Limberlost

Director, J. Leo Meehan

Two million copies of this novel were sold before the picture went on the screen.

The Keeper of the Bees

Director, J. Leo Meehan

Voted the "Biggest Money-maker of 1926." See Exhibitors Herald of December 25th.

Laddie

Director, J. Leo Meehan

The author's most popular book thus far picturised. It will more than satisfy 99% of your patrons.

The Magic Garden

Director, J. Leo Meehan

Now running in McCall's Magazine and soon published in book form. Acquaint yourself with the tie-up.

How GREATER F.B.O. *has grown!*

Toronto - Montreal - St. John - Winnipeg - Calgary - Vancouver

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CANADIAN MOVING PICTURE DIGEST

Vol. 18, No. 39 | TORONTO 2, CANADA | January 29th, 1927

PUBLISHED BY

CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

259 SPADINA AVENUE, TORONTO 2

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LON CHANEY

TELL IT TO THE MARINES

FROM coast to
COAST the wise
ONES are signing
BEFORE it's
TOO late!
DON'T delay
YOU'LL never
FORGIVE yourself!

With Eleanor Boardman, William Haines and Carmel Myers. A George Hill production. Screen play by E. Richard Schayer. Titles by Joe Farnham. Directed by George Hill.

3rd WEEK —*Madison Theatre*
DETROIT, MICH.

2nd WEEK —*Liberty Theatre*
PORTLAND, ORE.

2nd WEEK —*Coliseum Theatre*
SEATTLE, WASH.

5th WEEK —*Embassy Theatre*
NEW YORK, N. Y.

2nd WEEK —*Stillman Theatre*
CLEVELAND, O.

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ONE of the **BIG THREE**
from
METRO-GOLDWYN-MAYER
Scarlet Letter — Tell It to the Marines — Fire Brigade

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A PARAMOUNT RELEASE

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"The Kid Brother" is up to the highest Lloyd standards. That means more than all the superlatives in the world. It has all of the heart appeal of "Grandma's Boy," all of the glorious fun of "The Freshman." GOOD-BYE, BOX OFFICE RECORDS!

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A Perfect Picture for Canadians

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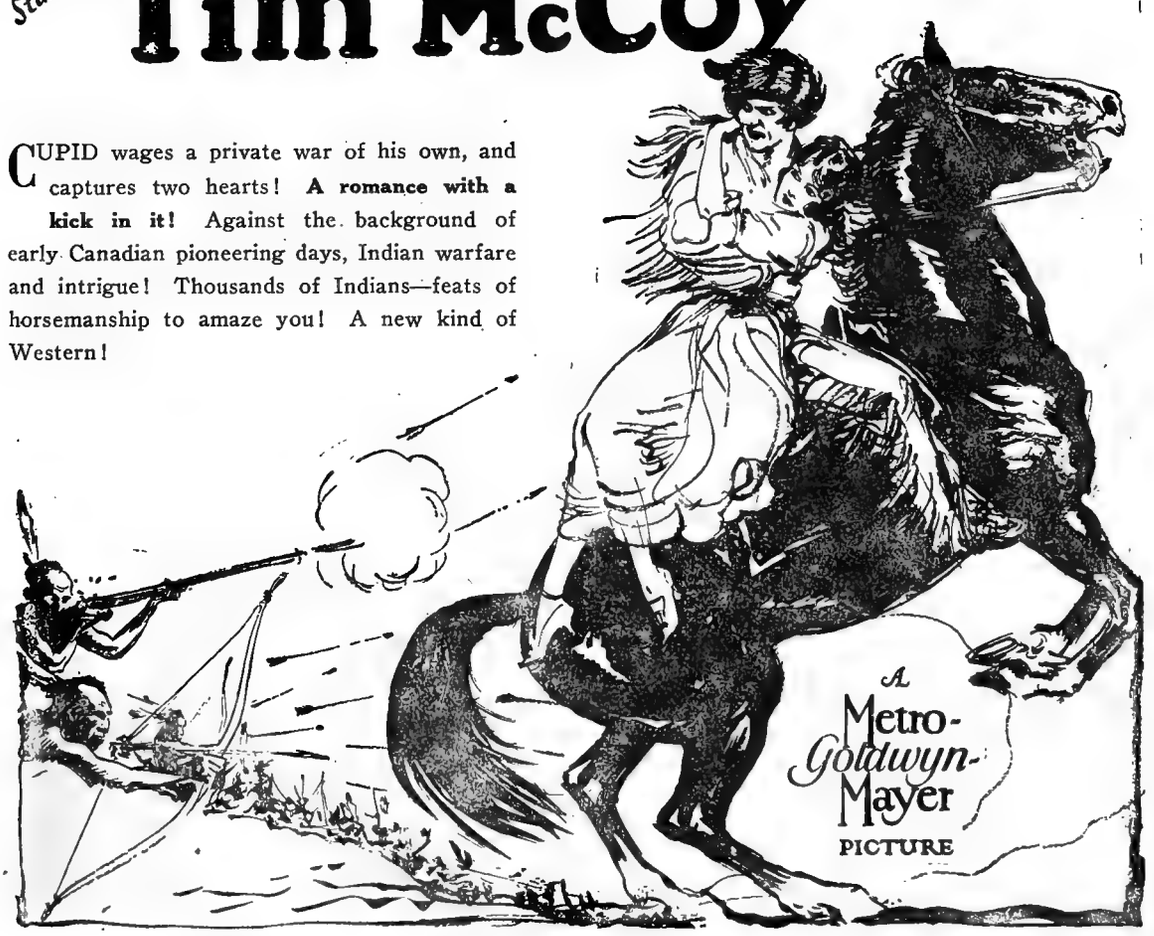
WINNERS OF THE WILDERNESS

Starring **Tim McCoy**

CUPID wages a private war of his own, and captures two hearts! **A romance with a kick in it!** Against the background of early Canadian pioneering days, Indian warfare and intrigue! Thousands of Indians—feats of horsemanship to amaze you! A new kind of Western!



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Canadian Moving Picture DIGEST

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GEORGE C. WILLIAMS
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In Defense of Men

THE "STAR WEEKLY" had an editorial, "Are Women Superior to Men," and mentioned, among a few conclusions, why women in hold-ups show a presence of mind not found in men, the following argument.

The "Star" states, "It may be possible that where a man and a woman of equal intelligence are concerned that the woman thinks faster than the man, or it maybe that where violence and firearms are concerned a man is more instantly conscious of the deadly seriousness of the situation."

RAY LEWIS

The argument follows out the supposition that a bandit is more gentle in his demeanor towards a woman when embarked on the noble enterprise of "Hands Up!"

That women emotionally call out, giving the alarm, since they are unable even in the face of death, to control their hysteria.

The "Star" does not endeavor to solve the problem. It simply states "It is usually a woman who frustrates the bandit and saves the payroll with a scream or a telephone call or the smashing of a window."

H. L. Mencken in his "Defense of Women," states, "That it should still be necessary, at this late stage in the senility of the human race to argue that women have a fine and fluent intelligence, is surely an eloquent proof of the defective observation, incurable prejudice, and general imbecility of their lords and masters."

"Women in truth," Mencken continues, "are not only intelligent; they have almost a monopoly of certain of the subtler and more utile forms of intelligence — men are strong, men are brave in physical combat. Men have sentiment, men are romantic, and love what they conceive to be virtue and beauty. Men incline to faith, hope and charity. Men know how to sweat and endure. Men are amiable and fond. But in so far as they show the true fundamentals of intelligence, in so far as they reveal in the husk of delusion and hallucination and a passion for bringing it forth—to that extent, at least, they are feminine, and still nourished by the milk of their mothers."...."Find me an obviously intelligent man, a man free from sentimentality and illusion, a man hard to deceive, a man of the first class and I'll show you a man with a wide streak of feminine in him."

I have not yet found out whether Mencken is "pulling our leg," girls. He calls all the big business men "blank cartridges," as far as intelligence goes, and quotes Charles Francis Adams, a grandson of one American President, and a great grandson of another, lifelong intimate associate of the "chief business geniuses" of the United States, to back him up, by a statement that this same gentleman in his old age reported that he never heard one of these geniuses say anything worth hearing.

Of course, we all know that Mencken is an "eternal kicker," the American cousin of Bernard Shaw; and on his "kicking side" distantly related to your editor.

The fact that Adams was the grandson and great grandson of two American Presidents, does not necessarily lead us to conclude that he was as intelligent as his forefathers, or that they had a genius for summing up the intelligence of men which they may have handed down to him.

King Solomon, who was reputed to be as wise as Ezekiel. (Look him up, children, he is around "Songs of Solomon" and "Proverbs" in the Bible. I mention this lest some should look him up in "Builders of Motion Pictures.") This same Solomon did a lot of gloating in his youth, but a lot of croaking as age came over him; and even his father, "King David," a wise king, in his old age, "gat no heat."

Therefore, one may reasonably conclude that although Charles Adams was intimately associated with the financial geniuses, they may not have been as powderless as Mencken would have us believe in his defense of the superiority of women.

However, we concur with him in the summing up of the chapter, "Women decide the larger questions of life correctly and quickly, not because they are lucky guessers, not because they are divinely inspired, not because they practise a magic inherited from savagery, but simply and solely because they have sense. They see at a glance what most men could not see with searchlight and telescopes; they are at grips with the essentials of a problem before men have finished debating its mere externals. They are the supreme realists of the race.

And herewith I rest Mencken's defense of women—women have as the kernel of all this argument, commonsense, and commonsense is that instinct which took mankind off its belly, gave it legs and feet, hands and arms, developed eyes, ears to hear, a nose with which to smell, gave mankind internal organs to digest what came into its mouth, developed a brain so that what came out of its mouth should have in its chaff, the wheat of the eternal verities.

The Hays' Organization, in its establishment of the Film Boards, the most radical and progressive movement yet introduced in our Industry, has engaged women as secretaries. Why? Because they are efficient, reliable, conscientious, diplomatic. The Industry of Motion Pic-

(Continued on Page 8)

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IN DEFENSE OF MEN

(Continued from Page 7)

tures knows that as stars, women are the best bets. You can dress them up to look like a million dollars; and undress them to look like a million also; and as far as histrionic ability is concerned they are born mimics, while the men actors who have been screen idols, have always had a dash of the feminine in them which put them over.

In the sales department, women have more than made good. In the scenario department they are the power, or the power behind the name which produces.

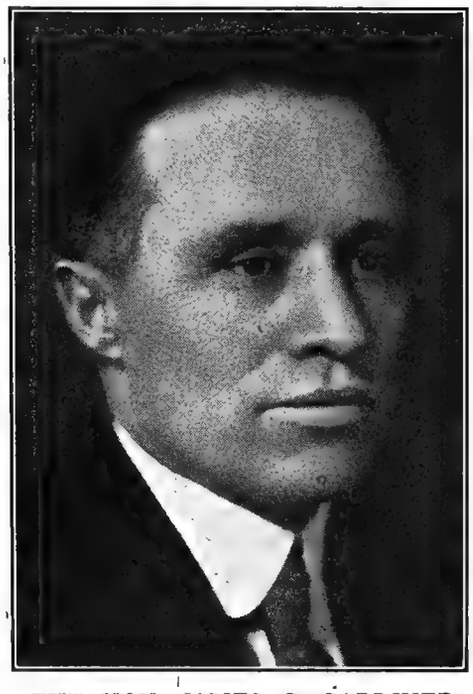
As directors, only Lois Weber stands out. Why? not through an incapability, but direction involves a tremendous responsibility. The director controls the destiny of hundreds of thousands to be invested; and a gamble which involves a rake-off of millions.

Direction needs "an insides" that has never been conscious of an appendix. In other words, direction needs great physical endurance. Women have shown that they can come through this test. The recent Catalina swim gave us a few examples. Still women do not, in our Industry, take their place as directors. The financial departments, involving officers, Boards of Directors, appear to be scarce of women also. It may be that women relying on their power to produce, scorn "politics" and therefore do not get in.

Sir Charles Higham, of London, is quoted as saying, "Women will probably dominate all branches of business in another twenty years, if men do not pull themselves together. In my own business I am placing women in positions formerly occupied by men. Eighty per cent. of my employees are women."

So there you are, girls. It looks as if women have become emancipated "to do the work of the world." So gird up your loins, but remember that we cannot get our men to push the baby-carriage without recognizing their co-operation, God bless them.

Ray Lewis



THE HON. JAMES G. GARDINER
Premier of Saskatchewan.

JAMES GARFIELD GARDINER was born near Exeter in Huron County, Ontario, of Scottish Canadian parents, in the year 1883. He emigrated with his parents to the State of Nebraska in 1891 from whence they returned in 1895 to Exeter, Ontario, where his father and mother are still farming. He had four brothers, two of whom were killed at the War, and one sister.

He came west to Clearwater, Manitoba, on the harvest excursion in 1901; worked on the farm during the summer months and attended the secondary schools during the winter, securing a second class teacher's certificate, with which he left for Saskatchewan in the fall of 1904 to teach school. After attending Normal School in Regina in the spring term of 1905, Mr. Gardiner taught school until the fall of 1906, when he entered Manitoba College from which he graduated with his Arts degree in 1911. While at college, Mr. Gardiner was active in athletics, being on the championship intercollegiate football team throughout his college course. He was also active in debating circles, winning the finals in the inter-class and intercollegiate debates, and in his senior year led the University of Manitoba Debating Team in the International Debate against the University of North Dakota. In his third year he won the gold medal in the Oratorical Contest and at the end of his term delivered the Valedictory Address of his year.

On graduating, Mr. Gardiner became principal of the Lemberg School, where he taught until the spring of 1914 when he was returned as representative of the Constituency of North Qu'Appelle in the Saskatchewan Legislature. He was re-elected with an increased majority in 1917 and was returned by acclamation in 1921. In 1920 he was mayor of the Town of Lemberg.

Since 1917, Mr. Gardiner has been farming where he is now living, about three miles west of Lemberg.

In church matters he was an elder in the Presbyterian Church until the Union Church was formed and is now an elder in that church and the General Secretary of the Union Churches of the three western provinces.

Mrs. Gardiner, who was also a teacher in the Lemberg School previous to their marriage, hails from Glengarry County, Ontario, and is a daughter of J. F. McEwen of Craik, Saskatchewan. They have two children, Edwin and Florence.

Hon. J. G. Gardiner entered the Cabinet in 1922, with portfolio of Minister of Highways.

LEE MARCUS

Was in sales department of Robertson-Cole Co. until formation of F.B.O when he was appointed assistant to Harry Berman, whom he succeeded in 1925 as General Sales Manager.

Pete Egan Calls Digest "Grand Glorious" Tonic

January 19th, 1927

Miss Ray Lewis,
Canadian Moving Picture Digest,
259 Spadina Ave., Toronto, Ont.

Dear Miss Lewis:

When its 35 below and the cold winds send a shiver down your spine, boy, ain't it a grand and glorious feeling to come to the theatre and get the Movie Digest.

Congratulations on a real Movie Paper with Real Movie News, from the Queen City of the West, Regina.

Yours truly,

(Signed) PETE EGAN,
Manager, Capitol Theatre, Regina, Sask.

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Ray Presents

THE GAUMONT WEEKLY, released in Canada through Educational, is especially interesting in its news value. The photography is good. The shots of Their Majesties, The King and Queen of England, H.R.H. Prince of Wales, the Duke and Duchess of York are intimately interesting, as are also the other "shots" of the Mayor and various celebrities.

* * *

The scene of the King of Sweden gives you perhaps the best close-up of this Monarch yet released either on the screen or in the press.

The Rugby game shows you the tricks of the foot on ball, and the huge crowds in the grandstand; their enthusiastic response.

* * *

RUMOUR is persistent in connection with the Quota, some of the big men in London predict 12½%, but the men of the press rather think the 5% basis will prevail.

* * *

I am in receipt of a letter from J. D. Williams, who talks about California. I wonder what project is in the air? "Jaydee," does not cover territory unless there's a proposition in it.

* * *

THE cold wave, which struck Montreal and Ottawa, may have had a freezing effect upon patronage, but did not interfere with the genial disposition of George Rotsky of Montreal, Mr. Stapleton of Ottawa.

* * *

The thermometer registered 22 degrees below zero at Montreal and 16 at Ottawa. The chief topic of conversation was "It's cold."

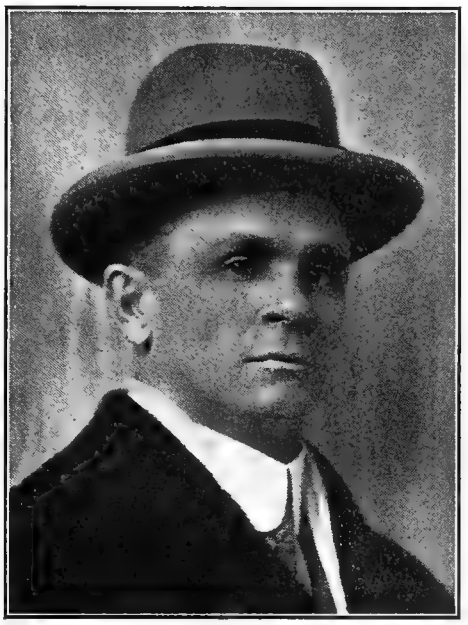
* * *

There appears to be an epidemic of theatre building, theatre improving and theatres changing hands throughout Canada.

In Toronto, the Premier Theatre Circuit are to build a 1,200 seat house as reported on another page of The Digest and have taken over the lease of a 500 seat house as also reported.

* * *

THE B. & F. Circuit are improving the theatre on Bathurst, near St. Clair, Toronto, which has been closed for some time, and which will be re-opened. The Bedford on Mt. Pleasant Road, Toronto, is a recent new one.



HON. JOHN BRACKEN

Premier of Manitoba

THERE may be other Premiers in Canada whose lives have contained episodes which would furnish good scenes to be projected on "the silver screen," but it is doubtful if any of them have had adventures more suitable for effective filming than Hon. John Bracken, the Premier of Manitoba, has had. There is no other Canadian Premier who has a record of actual aviation like his. He began his experiences as a flier in the summer of 1924, when he flew in a Vickers Viking over the northern part of Lake Winnipeg. Later in the same year he travelled by Gas Car to Hudson's Bay, in whose salt water he bathed, and later, clothed only in his swimming togs, he ran a foot race with Brigadier-General R. W. Paterson on the beach at Port Nelson. In 1925 and 1926 he did a great deal of flying over the mining and pulpwood regions of northern Manitoba, east and west of Lake Winnipeg. Born in Ellisville, Ontario, forty-three years ago, he is a graduate of the Ontario Agricultural College at Guelph. As a young man, he distinguished himself on the football field, as a swimmer and as an oarsman. He was Professor of Field Husbandry in the University of Saskatchewan at Saskatchewan for several years before he was appointed President of Manitoba Agricultural College in 1920. He has been Premier of Manitoba since 1922.

THERE are various rumours of theatres acquired by the Famous Players in Vancouver and Western Canada, affiliations of several independent chains with this leading Canadian one.

THE Associated Screen News Limited, offices and laboratory, Western Ave., Montreal, with B. E. Norrish as Managing-Director is a big enterprise. One has but to visit this plant to realize the importance of this unit of our Industry in Canada.

It is equipped to take a real place in the Industry.

* * *

I think "A Night of Love," with Vilma Banky, might even stir the imagination of a Censor Board. Those who have seen the picture say it is a gorgeous production.

* * *

I am thinking of a Victorian gentleman I know who saw it in New York with his wife.

This gentleman being Victorian is English. He is about the best example of Victorianism transplanted to our age that I have ever met. He said, that he was delighted with "A Night of Love," and on arriving in Toronto advertized it to his circle of friends as the picture they should not miss.

When I told him that I had heard it rumoured that our Censor Board had doubts about its moral effect he said, "There is not an objectionable feature in it."

* * *

CLARA BOW in "It," Paramount feature will play the "Uptown," next week. Clara certainly appears to be a favorite, not only with the public, but with exhibitors. One exhibitor told me he was going to try and get the picture. Then he rolled his eyes up to heaven, kissed his finger-tips and said "Clara Bow, you bet she's It."

* * *

Colleen Moore in "Twinkletoes," First National's feature, coming to the Tivoli, Toronto, next week. This house is certainly getting in on the ground floor, under the Tom Daley-Romanelli combination. It is an inspiration to see what can be done with a theatre.

* * *

FAMOUS PLAYERS will not engage the services of George Young Toronto's hero. Thereupon he will embark upon his vaudeville trip.

It is reported that his chum, William Hastings, has been signed up by a film company at $300.00 per week. If he has screen talent it has some possibilities, but if the company are capitalizing on the Young fame to put Hastings over, it looks like a "long shot" to me.

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S'LONG OLD "WESTERNS!"

A New Day will dawn for Outdoor Drama when

First National introduces the

FIRST WESTERN STAR-EPIC

Smash!—Clatter!—Plunk!—Right out the window go the old "Western" standards!

Here's a new yardstick to measure all future action-dramas by.

You've played Star Westerns—and made money—

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But when you play BOTH in ONE—it'll be like offering them Rolls-Royces for the price of Fords!

Charles R. Rogers *presents*

KEN MAYNARD

in The OVERLAND STAGE

With **KATHLEEN COLLINS** *Story by* **MARION JACKSON**

Directed by **ALBERT ROGELL** *Produced under management* **HARRY J. BROWN**

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BUILT as Special!
BILLED to you as a First Run Feature
A First National Picture

Booking now—and how!

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COLLEEN MOORE
in
TWINKLETOES

CORINNE GRIFFITH
in
SYNCOPATING SUE
THE LADY IN ERMINE

RICHARD BARTHELMESS
in
THE AMATEUR GENTLEMAN
THE WHITE BLACK SHEEP

MILTON SILLS
in
THE SILENT LOVER

AILEEN PRINGLE - BEN LYON
in
THE GREAT DECEPTION

LEWIS STONE - SHIRLEY MASON
in
DON JUAN'S 3 NIGHTS

DORIS KENYON - LEWIS STONE
in
THE BLONDE SAINT

KEN MAYNARD
in
SENOR DAREDEVIL
THE UNKNOWN CAVALIER
THE OVERLAND STAGE

DOROTHY MACKAILL -
JACK MULHALL
in
JUST ANOTHER BLONDE

LEWIS STONE - ANNA Q. NILSSON
in
MIDNIGHT LOVERS

LLOYD HUGHES - MARY ASTOR
in
FOREVER AFTER

DORIS KENYON-WARNER BAXTER
in
MISMATES

JACK MULHALL -
DOROTHY MACKAILL
in
SUBWAY SADIE

When we launched the Banner Group you were told to look for the finest line-up of pictures ever released by this company---you were told that even the splendid records attained in past years would be eclipsed. First National has so far more than lived up to its promises---in 17 releases ***not one*** is a weak picture. That's performance gentlemen! And it is that same consistent repetition of box office pictures that makes

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NATIONAL BOARD OF REVIEW SELECTED YEAR'S FORTY BEST

1926 ESTABLISHES A PROUD RECORD OF OUTSTANDING PICTURES.

THE NATIONAL BOARD OF REVIEW of the U. S., selects the following forty pictures as the year's best. The titles belong to the Board of Review; the remarks are ours:

"AMATEUR GENTLEMAN." This is a Richard Barthelmess, First National feature, in an English setting. "BEAU GESTE," the Famous success written by Wren, also English in theme and author, and which gave Noah Beery such a big part as "Lejaune," and helped the entire motion picture industry throughout the British Empire in an ambassadorial capacity. "BLACK PIRATE," United Artists, Douglas Fairbanks rollicking adventure of the sea, where Doug out-Dougs himself in stunts and athletic feats. "BLACKBIRD,"Lon Chaney's big picture. "EVERYBODY'S ACTING," a Famous success. "GIGOLA" gave Rod la Roque a splendid opportunity. "GOD GAVE ME TWENTY CENTS," a Famous comedy-drama, with plenty of romance thrown in. "LA BOHEME," Metro-Goldwyn-Mayer's production with Lillian Gish and John Gilbert, King Vidor the director. An adaptation of the opera story "MARE NOSTRUM," Rex Ingram's Ibanez war theme, Metro-Goldwyn-Mayer feature with Alice Terry and Antonio Moreno. "NELL GWYN," the British National Paramount feature with Dorothy Gish, a romance of an orange girl and a merry king of England, Charles II. "OH, WHAT A NURSE," Warner's Syd Chaplin in skirts.

"THE QUARTERBACK," Richard Dix, big college success, another Famous. "THE SEA BEAST," Warner's splendid success with John Barrymore and that most talented star, Dolores Costello. "SORROWS OF SATAN," Famous, D. W. Griffith, director. Menjou as the devil himself, Lya de Putti and an all-star cast. "THE STRONG MAN," First National's Harry Langdon hit. A comedy which caused a sensation. "THE TEMPTRESS," Metro-Goldwyn-Mayer's colorful picture with Greta Garbo in a big part. "THE WALTZ DREAM," the Metro-Goldwyn-Mayer, U.F.A. release—continental—featuring Strauss' "Blue Danube." "ALASKAN ADVENTURES," not yet released in Canada. "DIPLOMACY," with Blanche Sweet, a Paramount picture of fine proportions and interest. "DON JUAN," Warner's big flash for John Barrymore, with the loveliest group of women, all for Don Juan's benefit. "THE EXQUISITE SINNER," a Metro-Goldwyn-Mayer with Renee Adoree, and Conrad Nagel. Entertaining.

"FAUST," another U.F.A., with Emil Jannings as Mephistopheles and radiant Camilla Horn as Marguerite. A Metro-Goldwyn-Mayer release, hitting the high spots. "FOR HEAVEN'S SAKE," Paramount's Harold Lloyd comedy success, original and mirth provoking, great for the box-office. "THE GORILLA HUNT," not yet released in Canada. "THE GREAT GLORY," also among those to come. "HOTEL IMPERIAL," with Pola Negri, a Paramount, directed by Eric Pommer—war theme. "THE MARRIAGE CLAUSE," Fox's adaptation of the English story, "The Pelican," with Alma Rubens—powerful. "MICHAEL STROGOFF," Russian theme, French production, reelased by Universal. "POTEMKIN," a Russian production which has created a tremendous amount of talk and captured the press in New York, not yet released in Canada. "THE SCARLET LETTER," Metro-Goldwyn-Mayer's adaptation of Hawthorne's widely-read book. Directed by Seastrom, and starring Lillian Gish, who has an ideal part for her particular style and art. Lars Hanson, Henry Walthall and Carl Dane all contribute big parts. "SECRET OF THE SOUL," another new one to Canada, still to come.

"THE SHOW OFF," Paramount's adaptation of the play of the same name, which had such a remarkable succes in the U. S., with Ford Sterling. "SILENCE," P. D. C.'s powerful picture with H. B. Warner. "VARIETY," Paramount's U.F.A., Jannings great. Lya de Putti at her best. A. E. Dupont's masterful direction. The talk of every city in which it has played. "WHAT PRICE GLORY," Fox adaptation of the play by Lawrence Stalling. Another tremendous success. Victor McLaglen as British officer outstanding. "THE WINNING OF BARBARA WORTH," Samuel Goldwyn's big feature for United Artists, with Vilma Banky and Ronald Coleman.

MAYOR TRELEAVEN HAMILTON, CALLS FOR THEATRE REPORT

Mayor Treleaven, of Hamilton, has instructed Fire Chief Wallace James, Building Inspector W. J. Whitelock, and Chief of Police David Coulter, to report upon all local places of public entertainment.

The Mayor, while giving out this order, made a statement to the effect that he was certain everything was in order.

Fire Chief James and Building Inspector Whitelock, when interviewed, stated that they regularly inspected the Hamilton theatres and they were all as safe as it was possible to make them.

MAYOR FOSTER SEES "THE SCARLET LETTER"

Mayor Foster of Toronto, and several members of the City Council, together with a number of other well-known men and women of Toronto, saw a preview showing of "The Scarlet Letter" with Lillian Gish; and although the screening took place at 10 a.m., the Regent Theatre, where the event took place, was filled. An enthusiastic reception was accorded the film both by the audience and the press.

Daughters of Empire Advocating Children's Films

At a meeting of the Imperial Order of Daughters of the Empire, at Trail. B.C., the Arthur Chapman Chapter, under the regent of Mrs. E. M. Stiles, discussed the motion pictures exhibited at matinees, being disposed to consider them beyond the comprehension of children. The Chapter appointed a committee to join the delegates of the Trail-Rossland Ministerial Association which is requesting theatre manager to cater more extensively to children during the matinees.

NEW THEATRE, TORONTO

The Premier Theatre Circuit have taken a 15 year lease on a 500 seat house, erected on Royce Avenue, and this same company have purchased a lot for the erection of a 1,200 seat house to be fully equipped for presentation purposes in the Dufferin-Eglinton section of the city.

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"A Daniel Has Come to Judgment"

An Interview with the Controller of The Performing Right Society

Strong Language by Music Publishers

STARTLING demands by The Canadian Performing Right Society on the Casino Theatre, Halifax, were outlined in The Digest for January 8th. It was pointed out that this society asked the Casino a higher fee than would be charged for a similar theatre in England or in the United States, and yet were offering a license for British music only.

The correspondence between the Casino and The Performing Right Society continues. As an example of the "gentle" methods of The Canadian Performing Right Society we quote from a recent letter signed by Mr. W. P. Schutte, the manager, to Mr. McAdam of the Casino, Halifax:

> "We acknowledge receipt of your letter of the 11th instant and wish to say that we cannot help but feel that you are adopting a very objectionable attitude in this matter and we warn you to be careful what you say. We have given you excellent reasons why we do not supply any catalogues of our works. The cost of such a catalogue of two million works, distributed to all the many persons desiring to perform them, would be absolutely prohibitive and you will readily understand that this cost, in the final analysis, would have to be borne by the license.
>
> "We wish to make it perfectly clear to you that the onus does not rest upon us, representing the owners of the performing rights, to provide catalogues at our expense to save you from breaking the law. May we repeat that the burden is on you to locate the owners of the performing rights in copyright music that you wish to perform and to obtain their permission before doing so. By taking our license you immediately lessen this obligation very greatly inasmuch as at one stroke you gain permission to use any of approximately two million copyright works. Our repertoire comprises music of all kinds and will satisfy the most exacting demands that can be put upon it by an orchestra leader."

I had an interview with Mr. John Woodhouse, J. P. Controller, of The Performing Right Society, Limited, London, England, of which organization The Canadian Performing Right Society is a branch.

The interview was conducted in the presence of Mr. H. T. Jamieson, C.A., F.C.A., Toronto, who has been, according to printed material of The Performing Right Society, designated as president in control of the Canadian organization.

In the presence of W. P. Schutte, the manager. It struck me as rather curious that it was necessary for Mr. Woodhouse, being a J.P., of legal training to have a body-guard of two men when a simple woman came to interview him on a matter which needed no diplomacy, or subterfuge, no statesmanship to discuss.

My experience with Mr. Jamieson might be described as human, I found him on a previous occasion ready to be questioned, to listen and give out a little lucid information.

Mr. W. P. Schutte, the manager appeared to be a person possessed of some sense of justice also; and I am surprised that the letter sent to Mr. McAdam, Casino, Halifax, should be couched in such terms. I can only account for it as being dictated by Mr. Woodhouse; it sounds just like he looks and talks.

I was in that office for one hour and a half; and during that period save for five minutes at the end of the interview Mr. Woodhouse never stopped talking; and what I carried away with me was an impression of "The Strong Arm of the Law," for this appeared to be the chief point of attack, citations of victories won, and penalties to be incurred for transgressing upon Performing Right territory.

In the intervals when Mr. Woodhouse stopped to take a breath, I managed to find out that the society was formed of authors, composers and publishers. They had no affiliation with the society of a similar nature in the United States.

The Canadian Organization was a subsidiary of the Parent London Company. That the Performing Right Society of France exercised its rights twenty years ago. That the London Organization had affiliations in France, Germany, Italy, Austria, Spain, Holland, Belgium, Czecho-Slavakio, Sweden, Hungary, South Africa.

The Berne Convention of 1886 agreed upon an International copyright arrangement. In June of 1886 an Act of Parliament was passed by the British Parliament in respect of this law, necessitating the publishing of reservation rights of public performances.

In March, 1909, the president of the British Board of Trade "appointed a departmental committee consisting of sixteen eminent gentlemen representing all the different interests in copyright matters, to examine the various points of this convention as were not in accordance with the British law."

In December, 1909, the committee approved the revised Act of Berlin 1908, and its report founded the British Copyright Act of 1911, which is now operative.

"The Act gives to a composer the sole right of performing his work in public without obligation to give any notice of reservation, or any other essential. It also gives him, as a separate right, the sole right to print and sell copies, and also, as a further separate right, the sole right to reproduce it by means of mechanical contrivances, such as gramaphones. Thus there are, at least, three separate and distinct rights of property given by the Act, i.e.,

(1) The graphic right, which is the printing and publishing right;

(2) The public Performing Right; and

(3) The mechanical right.

"They are all three distinct and separate properties and the composer can part with any one while retaining the other two, or any two, while retaining the third. It also, of course, carried with it the privilege of exercising the right. "Copyright"—i.e., all those rights separately and collectively—by the 1911 Act, exists for the life of the author and a period of fifty years after his death.

"The British Copyright Act of 1911 repealed all other Acts, except two short Acts dealing with the seizure of pirated copies of music, and giving the right of entry and search by the police for enforcing the Act."

The quotes from the Review of the Law of Copyright in Relation to the Performance of Music and an Exposition of its Application in regard to Canada, by Mr. John Woodhouse, J.P.

(To be continued.)

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Fox Week, Winnipeg

(Special to The Digest)

The week of January 15 was Fox week in Winnipeg. "The Country Beyond" did capacity business at the Metropolitan and the campaign which was carried out by Walter Davis, was worthy of the splendid return the theatre secured for his skilfull methods of interesting the public. "Summer Bachelors" was at the Capitol, where after having 30 cuts made in the picture by the censor board, the review board put them back and was contented with one small cut. This is one of the lightest and most entertaining of the modern pictures of the season and did capacity all nights during the week and a good matinee business. The music was very effective by the Capitolians and visiting artistes. "The Return of Peter Grimm" was at the Lyceum and this very worthy production rather went over the heads of the people of Winnipeg and it did not meet the patronage it should have had. Manager Hill did some excellent work in the presentation which accompanied the production and it was a very enjoyable programme throughout. "Faust" was at the Garrick and it did such a big business, it was held over for a second week. Manager D. E. L. Fisher had some fine music prepared by the orchestra and the entire presentation was away above the average offering.

* * *

The Capitol Theatre, Winnipeg, managed to have the board of review pass "Don Juan" after considerable trouble. The censor board had condemned the picture for showing in Manitoba, although it had been passed in Alberta and British Columbia. Saskatchewan censor had put the ban on it. Some of the titles were changed and it opened January 22nd at the Capitol, Winnipeg, to big houses, without the synchronized music, the attachment to install it costing $3,000. The music by the Capitolians was very fine, the accompaniment to the production, under Earl Hill's direction, awakening renewed interest in "Don Juan."

Theatres at Galt Under Inspection

Two theatres in Galt were inspected by Fire Chief Keyes at the request of Mayor McKay. Everything was found in order, but as an extra precaution a row of seats was ordered removed to widen the aisles that lead to the exits.

Theatre Chimney on Fire At Renfrew, Ont.

Considerable excitement was aroused in Renfrew, Ontario, when the O'Brien Theatre was discovered to be on fire during the performance on the evening of January 21, A very unusual fact was that many people outside of the theatre knew of the blaze but the actual patrons of the house did not and were not disturbed. It was a chimney fire and was soon extinguished. A few children in the theatre, near the entrance, heard the fire bells outside and left the show to see the fire. They were allowed to return to their seats when they made a solemn promise not to mention fire or cause any disturbance after they went into the theatre.

Royal Commission Possible Through Premier Taschereau

Announcement has been in Government circles at Ottawa, the Canadian Capital, that a Royal Commission, holds the widest legal powers, would be appointed to investigate the Laurier Palace Theatre disaster in Monlives. Premier L. A. Taschereau of Quebec will name the Commission, it is understood.

James McIsaac, Montreal's chief fire prevention officer, recommended that three theatres be closed for nonfulfillment of fire prevention regulations. The authorities are investigating.

Capital & Imperial, Ottawa Road Show Theatres

Both the Imperial and the Capital Theatre of Ottawa, Ontario, will go to film road show basis early in February for special engagements. Starting February 5, Manager J. T. Moxley of the Imperial will have "Beau Geste" as the attraction twice daily at $1.00 top and one week later "Michael Strogoff," the Universal special, will open at the Capital under a similar plan for its second Canadian engagement. The Capital has been under the direction of Harry Lewis during recent weeks but it is reverting to the Capital Amusements, Limited, of which Harry O'Regan is general manager.

H. M. Thomas to Visit Winnipeg

H. M. Thomas, who is now residing in Vancouver, B. C., as western divisional manager of the Famous Players Corporation, will spend the first two weeks of February in Winnipeg in conference with western managers. Mrs. Thomas has been spending the holiday season in Toronto.

Manager Don Stapleton of the Centre Theatre, Ottawa, Ontario, is making a special feature of the Pathe All-British News Weekly, released in Canada by Regal Films, Limited, Toronto.

Marie Prevost—P. D. C.'s vivacious little star in "For Wives Only."

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PROJECTION

By GUY E. McALLAN

It is announced that an Idaho projectionist has invented an adjustable shutter; that is, one in which the width of the blades and opening can be easily changed by a projectionist to suit his local conditions. Such a shutter in the hands of an intelligent man would be a very good thing to have, but in the hands of some careless machine operator, not so good!

* * *

If the projectionist should wish to find out which wire of a circuit is positive and which is negative all that he needs is a common garden type of potato. Thrust the ends of the wire into the potato a short distance apart, the potato will turn green around the positive wire.

* * *

Among a number of causes of damage to film during projection it is no doubt that the greatest offender is the setting up of the gate tension too tight, this is usually done in an effort to obtain a steady picture while running at a great rate of speed. This usually results in strained sprockeet holes so that the next projectionist who runs the picture has an unsteady picture on the screen. No reel of film should be run in less time than twelve minutes to the reel and ten minutes per reel should be the maximum at any time. Another point that should be watched is the tension of the take-up. True modern projectors do not cause the damage to film through their take-up that older machines did but still any tension more than just enough to take up the reel being run is not only bad but very bad indeed. Care should be taken that the film tracks, apperture plate, sprockeet idlers and rollers of the film or magazine valves are free from dirt and emulsion, for such will cause the film to be badly scratched. Another place to watch is in rewinding and do not attempt to hold one reel still while winding the other one as such usage causes the film to slide over the next layer and will every time cause scratches.

* * *

A very fine oil for use in the intermittent oil well can be made as follows: In a small glass place about half a pint of olive oil and in this put a strip of pure lead, allow it to set in the strong sun until the olive oil becomes limpid, then strain through a cloth and use.

Conrad Veidt Publicizes America in Germany

Under Contract with Universal — Will Star in "The Chinese Parrott."

EUROPEAN film circles are all attention over the frankness of Conrad Veidt, the first German screen favorite to visit America and take back a frank message of warning as to what is wrong with European motion pictures and motion picture methods in comparison with American pictures and methods. Interviews with Veidt, in which he directs European film producers to "go to America and learn" are being reprinted far and wide in Continental papers and magazines.

Back To America.

Veidt is now on his way back to America to fulfill a three year contract with Carl Laemmle of the Universal Pictures Corporation. His prior trip to this side of the Atlantic was at the request of John Barrymore, with whom he worked in a forthcoming picture.

America Team-Work.

Without mincing matters, Veidt told Europe why American pictures are the most popular all over the world. "Team-work, not money alone, is the answer to America's success," the German favorite is quoted as saying. "When a picture goes into production in America there is a remarkable spirit of co-operation or team-work. From the director down to the most humble mechanic, the making of a good picture is the only objective. Everything is subordinated to the interests of the picture.

Catering To Young.

"Also, in America, you will learn how to treat the coming generation In Europe, the younger element with its present day ideas and methods is purposely overlooked and kept at a distance. How different it is in America! There everyone is constantly on the look-out for new faces, new ideas and new talent. Even the best known actors and actresses have to be progressive. There is no standardization of type and styles in acting, as in Europe. The American film world lives in the present, not in the past."

Hollywood Serious.

Veidt also praises film working conditions in America, and scouts reports of wild life in Hollywood. "The idea that life in Hollywood is one continuous round of pleasure and wild night

(Continued on Page 16)

Toronto Theatres

REGENT — "The Scarlet Letter," with Lilian Gish and Lars Hanson —Metro-Goldwyn-Mayer. Adaptation of Hawthorne's powerful story. Directed by Seastrom in masterful manner. Both the leads in strong parts admirably played. Karl Dane as Giles, very good. Henry B. Walthall as Prynne, excellent. Class A.

UPTOWN — "Exit Smiling," with Beatrice Lillie — Metro-Goldwyn-Mayer. Lady Peel big draw. Toronto girl who made fame in "Charlot's Revue." Marc Connelly and Sam Taylor responsible for lively direction of plenty of comedy scenes. Lady Peel gets an opportunity for her hilarious sense of humour, softened by some teary bits. Jack Pickford as the hero does some good work. Class B plus.

LOEW'S — "A Little Journey," with Claire Windsor and William Haines —Metro-Goldwyn-Mayer. Class B. Excellent leads. Claire Windsor always attractive and dependable for good work. Haines gives good performance. Entertaining. Robt. Z. Leonard directing. Adapted from story by Rachel Crothers.

PANTAGES — "Whispering Wires" with Anita Stewart—Fox Special. Class B. Good popular entertainment. Thrills, mystery.

TIVOLI — "The Lady in Ermine," with Corinne Griffith — First National. Francis X. Bushman strong part. Corinne in emotional role suited to her temperment. Looks every inch a queen in her regal gowns and settings. Class B.

Neighborhood Theatres

PALACE — "The Flaming Forest," with Renee Adoree, and Antonio Moreno — Metro-Goldwyn-Mayer. Class A. An all Canadian picture, and acclaimed one of the best. Splendid work from both leads. Renee Adoree always outstanding "The Silent Lover," with Milton Sills— First National. Class B. Sills' fans will enjoy this thrilling drama of the silent desert.

ST. CLAIR — "Her Big Night," with Laura La Plante—Universal. Class B. Sparkling Laura in a sparkling picture. This popular Universal star is steadily building up a following. "Valencia," with Mae Murray — Metro-Goldwyn-Mayer. Class B plus. Beautiful Mae thrills her audience in this romantic tale of Sunny Spain. Be careful Mae of the lines which are called matronly.

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Col. Edward Lowry Industry's Ambassador at Rome

Personal Representative of Will Hays Abroad

Col. Edward Lowry arrived in Rome after spending about a year travelling incognito across Europe.

The Colonel is reported as having been in conference with government and industrial leaders in England, Austria, Hungary and is now in Italy on a similar mission.

When interviewed, Colonel Lowry is reported as stating, "The Motion Picture, because it knows no language barrier, has become an international means of communication of world understanding. The United States has become the international focus and production centre for the world's literary and historic genius as applied to the screen. Its films are no longer narrowly American, but are deliberately designed to make a world appeal from Calcutta to Calais."

"European governments are eager to discover the secret of their appeal and to improve the technical qualities of their own national product and it is to co-operate with them in the interchange of films between nations throughout the world, that Mr. Will Hays has sent a representative to confer on matters of common interest."

Col. Lowry discredits the fear that European features would not get distribution in the U. S., because of the American desire to dominate the Screen. The Colonel stated that European films of merit will find a ready market in the U. S. and all countries where pictures are shown.

FILMS AND RADIO COME UNDER DISCUSSION

Two distinguished Englishmen discussed Films and Radio. Prime Minister Baldwin sees the educational, the cultural and spiritual possibilities of these two modern inventions, but emphasized the importance of the effect upon the races which are not white. These races who will get their viewpoint of the white people through the eye of the screen and the ear of the radio.

Lord Asquith in criticizing broadcasting stated that "a great deal that is broadcast had better not be cast, much less broadcast."

In commenting upon the screen, Lord Asquith was of the opinion that the film was an educative medium which should be in every school, and through which agency history, geography, natural history and various subjects could best be taught.

"The new resources of science must be quickly taken advantage of if England hopes to maintain her position in the world," states Lord Asquith.

Metropolitan Fire Drill

Fire drills have been carried on by Walter Davis daily in the Metropolitan Theatre, Winnipeg, and he has also addressed each week the staffs of the Capitol and the Metropolitan on the hazards that theatre men are always up against and asking the cooperation of all employees to prevent any stampede in any theatre of the Famous Players Corporation.

Trades and Labour Against Manitoba Amusement Tax

The Trades and Labor Council of Winnipeg has backed up the efforts of the theatre men of Winnipeg, in demanding the abolition of the Manitoba Amusement Tax. The matter was brought before the government when the delegation appointed by the council waited on the government with a list of legislative acts they desired made law this coming session, which opens February 3. The council claimed that the tax was not collected directly from the purchaser of an Amusement Ticket but rather from the seller. The theatres added the price to the tickets. It was also contended that the tax was largely borne by that class of the people who could not afford to pay anything but the lowest price for their amusements. It was desirable that clean, innocent amusements be kept within the reach of all, they stated.

CRACK SAFE AT TIVOLI THIEVES GET CASH

Thieves cracked the combination off the safe of the Tivoli Theatre, Hamilton, and got away with $928.89, but missed a healthy roll of bills at the back of the safe, in their hurry to make a get-away.

Entering an alley between the Tivoli and Grand Theatres, the thieves jimmied open the office door; and the work of getting into the safe proceeded without attracting anyone's attention.

According to the report of Manager Morris Stein, the theft occurred between 1 and 5.15 in the afternoon. The office of the theatre is on James Street, which is rather isolated. No clue has been discovered.

Fire Chief Russell of Toronto, is asking that he and his deputies be given more authority through legislation over public places. At the present time the fire department has no jurisdiction over theatres. The matter has been placed before the city council.

A tense scene from Fox's "The Marriage Clause," adaptation of the English story "The Pelican," starring Alma Rubens.

Conrad Veidt, Universal

(Continued from Page 15)

parties is utterly absurd," he says. "One is usually too tired after a hard day's work to go in for such activities."

Veidt's first picture for Universal will be "The Chinese Parrot," by Earl Derr Biggers. He will be directed by his friend and former director, Paul Leni. Their picture, "The Three Wax Works," is known in this country. After this, Conrad Veidt will play in the Victor Hugo classic, "The Man Who Laughs."

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Hon. James G. Gardiner's Message States Saskatchewan Prosperous State

"AT THIS NEW SEASON the people of Saskatchewan are facing the future with renewed hope and optimism. Although the harvesting and threshing season was disappointing and unsatisfactory, yet the crop was a good one, and as it follows one of the most profitable crops in the history of the province, which was grown in 1925, the financial standing of the farmers of the province has been greatly improved. It is probable that after discharging their current liabilities the farmers have now more money in hand than they have had for many years, and as this money comes into general circulation, business of every kind will receive an impetus that will carry the province, as a whole, a long way towards general prosperity.

The chief need of Saskatchewan at the present time is more population. Although new comers should disabuse their minds of any fantastic idea that this country is an El Dorado where certain success is assured for every one, the government of Saskatchewan is convinced that we have ample room for thousands of new settlers of the right type. Saskatchewan has one of the largest areas of fertile soil of any country in the world, for we have over fifty million acres of unoccupied arable land still waiting for the plough. In addition to this we have a splendid climate, to which is largely due our excellent general health and the fact that the lowest death rate in the world has been in this province. The days of isolation on a prairie farm are over. Our communications have wonderfully improved, railways and telephones criss-cross the country like a net, while as far as educational facilities are concerned, the Saskatchewan boy or girl can now pass from the little rural school, through the collegiates and the university, all scholastic institutions controlled by the people themselves.

While we extend greetings at this new season to all those beyond our borders, we would also be glad to extend a welcoming hand to those who will come here and assist us in making this the banner province of the Dominion of Canada."

Daughter Popular Manager Undergoes Operations, Ottawa

The many friends of Joseph M. Franklin, popular manager of B. F. Keith's Theatre, Ottawa, Ontario, were quite concerned recently over the welfare of his lovely daughter, Lillian, who underwent two operations in a local hospital during the week of January 10.

WEEKS AND MILLIGAN DUE IN WINNIPEG

Preparations are being made in Winnipeg to welcome Messrs. George Weeks and Maurice Milligan the latter part of January, at an important convention of western managers.

A. SIMPSON, INSPECTOR THEATRES IN WINNIPEG

The tragedy in a Montreal picture house has stirred the civic authorities in Winnipeg to action and a new inspector, A. Simpson, has been appointed to look after the theatres and to see that the theatre by-law is being lived up to. While there has never been a fire or a panic in any of Winnipeg's 35 moving picture theatres, the authorities, while commending the managements for their splendid co-operation, feel that the public may be more assured by the action they have taken.

Fire at Nipawan, Sask., destroyed a theatre there and five other buildings, causing a loss of about $50,000.

Mavety Film Delivery Service

Delivery of Films to and from Theatre--

For Shipment

We also handle for Delivery Theatrical Effects and Accessories

All on Schedule Time

68 Edward St. - Toronto, Ont.

Telephone Main 1881

Ted Gould Returns

Ted. Gould, manager in western Canada for Regal Films, returned with his bride, formerly Miss Epstein, of Selkirk, Man., January 20, and was given a warm welcome by the craft. They went as far as California on the honeymoon, spending some time at Portland, Oregon, visiting Mr. Gould's mother.

Pete Egan Better

Pete Egan, manager of the Capitol, Regina, Sask., has been severely ill this winter, but is again on the mend and doing good work. The Capitol is being placed in the front rank of western theatres under Mr. Egan's capable guidance.

The House of Satisfactory Repairs

We carry a most complete line of repair parts for Motiograph, Powers and Simplex Projectors, all models.

Our repair shop is completely outfitted with adequate machinery and tools to meet any exacting requirement.

Our experience covers a period of sixteen years in the *satisfactory* repairing of all apparatus pertaining to the Theatre.

Our charge for actual time spent on each job is $1.25 per hour. We have spare mechanisms to loan while repairs are being effected.

That's why we enjoy such a large repair business right now. How about *your* next job?

THE COLEMAN ELECTRIC CO. - 258 Victoria Street, Toronto

"Courtesy With Service"

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Top Left—A fascinating scene with Alice Terry and Valentino in Metro-Goldwyn-Mayer's record-breaking success, "The Four Horsemen."

Top Right—George O'Brien, Fox's splendid lead in "Fig Leaves," and "The Blue Eagle."

Centre Right—After finishing "The Third Degree," Michael Curtiz will now direct "Noah's Ark," for Warner Bros.

Bottom Left—A novelty for exploitation of Pathe's "Our Gang" Comedies. The Gang Dancing Dolls, released in Canada through Regal Films.

Bottom Right—Released in Canada through Cranfield & Clarke Exchanges, Ruth Clifford in "Lew Tyler's Wives," a Preferred picture presented by J. G. Bachmann.

Google

Round About the Studios

"THE GAY OLD BIRD," starring LOUISE FAZENDA, another WARNER production, is rapidly nearing completion. HERMAN RAYMAKER is directing from a story by VIRGINIA DALE. Others in the cast include ED. KENNEDY, JOHN STEPPLING, FRANCIS RAYMOND, JANE WINTON and WILLIAM DEMAREST.

F. SCOTT FITZGERALD, DONALD McGIBENY and WALLACE SMITH comprise the trio of literary celebrities which will start work immediately at the UNITED ARTISTS studio.

The writers are under contract to FEATURE PRODUCTIONS, Inc., the organization which is scheduled to make a number of pictures for United Artists distribution this year.

ALLAN DWAN has just returned to New York from Palm Beach, Florida, where he made preparations to produce "THE JOY GIRL" for FOX FILMS with OLIVE BORDEN in the title role. J. FARRELL MacDONALD is the only other player selected for the cast. Production will start early in February. Interiors will be made in the FOX EASTERN STUDIOS.

"WHAT EVERY GIRL SHOULD KNOW," Patsy Ruth Miller's initial starring vehicle, is in the second week of production at the WARNER STUDIOS. CHARLES REISNER is directing MISS MILLER from his own story. In support of MISS MILLER appear IAN KEITH, CARROL NYE, MICKEY McBANN and HAZEL HOWELL.

OSCAR BEREGI, the noted HUNGARIAN actor, who plays the important role of "COUNT DE VARVILLE" in NORMA TALMADGE'S modern screen version of "CAMILLE," which is being produced by JOSEPH M. SCHENCK for FIRST NATIONAL, achieved not only great stage success but renown as a screen player in Europe before he came to America.

He was selected by MAX REINHARDT, the noted producer of "THE MIRACLE," to appear in Germany. He was one of the first members of the National Theatre in Budapest, and has a repertoire which included the great tragedies and romances of the masters as well as Stringberg, Molnar and other modern dramatists.

NAT ROSS has finished his first picture of the new "COLLEGIANS" series, written by CARL LAEMMLE Jr. It is entitled "CRIMSON COLORS."

"MOTHER," directed by J. LEO MEEHAN with BELLE BENNETT in the title role is now midway in production. The supporting cast includes CRAWFORD KENT, WILLIAM BAKEWELL, JOYCE COAD, MABEL JULLIENNE SCOTT and SAM ALLEN.

"CAMILLE," NORMA TALMADGE'S starring vehicle, directed by FRED NIBLO, has many well known names in the supporting cast, including GILBERT ROLAND, MISS TALMADGE'S new leading man; LILYAN TASHMAN, ROSE DIONE, ALEC FRANCIS, HELEN FEROME EDDY and other notables.

DIRECTOR WILLIAM GOODRICH has completed "PEACEFUL OSCAR," LLOYD HAMILTON'S January starring vehicle, after directing "ONE SUNDAY MORNING," which marked Hamilton's appearance in straight make-up. The ponderous comedian goes back into his usual comical guise in this new comedy.

UNIVERSAL will present REGINALD DENNY in "THE THIRD PARTY," the famous TAYLOR HOLMES play of several seasons ago by MARK SWAN. The play has been held by the Shuberts at $20,000.

"TURKISH DELIGHT," IRVIN S. COBB'S first original screen story, in which JULIA FAYE will play her initial featured role; "THE LITTLE ADVENTURESS," which will star VERA REYNOLDS, and "THE HEART THIEF," a new starring vehicle for JOSEPH SCHILDKRAUT, are being produced at the DE MILLE STUDIOS, CULVER CITY.

COLLEEN MOORE'S "ORCHIDS and ERMINE," CORINNE GRIFFITH'S "THREE HOURS," HARRY LANGDON'S "LONG PANTS," and the A. L. ROCKETT production of "AN AFFAIR OF THE FOLLIES" (formerly "THREE IN LOVE"), constitute the cutting-room quota of the West Coast, FIRST NATIONAL studios. The ROBERT T. KANE special temporarily known as "THE SONG OF THE DRAGON," is being cut at the COSMOPOLITAN STUDIO in New York.

"TARZAN AND THE GOLDEN LION" from EDGAR RICE BURROUGHS' story directed by J. P. McGOWAN and starring JAMES PIERCE. This is one of the most pretentious productions on the F.B.O. schedule of the current year. The supporting cast includes EDNA MURPHY, DOROTHY DUNBAR, D'ARCY CORRIGAN and FRED PETERS. More than a thousand extras were used in this production and lions galore, including the famous "NUMA."

Scene from "Money Talks," starring Claire Windsor and Owen Moore, another Metro-Goldwyn-Mayer success.

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H. C. WITWER

MARY BRIAN

AL COOKE KIT GUARD

FRANKIE DARROW

AL BOASBERG

The popularity of Al Cooke and Kit Guard in F.B.O's Famous Featurettes, the two-reel series by Sam Hellman and H. C. Witwer, has created a demand among Canadian exhibitors for their appearance in feature product. Their minor parts in "One Minute to Play" only whetted the appetite.

Now Al and Kit may be seen in featured roles, second only to dainty Mary Brian, in "Her Father Said No," adapted by Al Boasberg from H. C. Witwer's story in Colliers Weekly entitled "Charlotte's Ruse."

Little Frankie Darro, the popular kid in Tom Tyler's new type western pictures, also has a prominent part. Mary Brian, Cooke, Guard and Frankie, in a story by Witwer and Boasberg makes a combination hard to beat and you have a real treat in store for your patrons.

How Greater F.B.O. has grown!

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CANADIAN MOVING PICTURE DIGEST

Vol. 18, No. 40. TORONTO 2, CANADA February 5th, 1927

Imagine it! **4 WEEKS** *Unprecedented! Unbelievable!*

at the **CAPITOL** *Theatre, New York*

IF a picture plays two weeks at the Capitol, it's some box-office success—

But now

FLESH AND THE DEVIL

SHATTERS EVERY THEATRE TRADITION WITH FOUR

Aren't you glad you've got that

METRO-GOLDWYN-MAYER

contract?

GOOD OLD LION!

All Yours!

John Gilbert

in

FLESH and THE DEVIL

with

Greta Garbo & Lars Hanson

Directed by Clarence Brown

PUBLISHED BY

CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

259 SPADINA AVENUE, TORONTO 2

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Metro-Goldwyn-Mayer NEWS

"More Stars than there are in Heaven"

William Haines scores again in "Slide Kelly Slide," coming soon

"FLESH AND DEVIL" 3rd CAPITOL WEEK MAKES N. Y. HISTORY

First time in annals of World's Largest Theatre

NEW YORK, N. Y.— Metropolitan film circles are buzzing with the news that the Capitol Theatre for the first time in its history is holding a picture three weeks.

Public demand compelled Major Edward Bowes, Managing Director of the famous Capitol, to announce that "Flesh and the Devil" would have to be continued a third week. In all the seven years of Capitol Theatre history no picture has ever enjoyed the distinction of playing so extended a run.

Broadway first sensed the box-office importance of this M-G-M feature when police reserves were called to handle the crowds opening day. John Gilbert plus the ravishing Greta Garbo swept critics and public off their feet with resultant S. R. O. at all performances. Predictions are made by N.Y. critics for a Greta Garbo stardom in short order.

DENVER, COL. — Crowds surged about the Victory Theatre this week for the showing of John Gilbert in "Flesh and the Devil." Exceptional business is reported.

BUSINESS EVERYWHERE RESPONDS TO M-G-M'S "BIG THREE" SPECIALS

Box-office Survey Shows "Scarlet Letter," "Fire Brigade," "Marines" Are Extended Run Hits

NEW YORK, N. Y —The rapid succession with which Metro-Goldwyn-Mayer is giving theatres outstanding attractions is advanced by the trade press in its survey of business conditions as the prime reason why exhibitors are experiencing unusual post-holiday business instead of the customary early season lull.

M-G-M's "The Big Three" are the talk of every film row and these Big Specials. **Lon Chaney in "Tell it to the Marines," Lillian Gish in "The Scarlet Letter" and "The Fire Brigade,"** are backing up this talk with performance at the box-office.

Among the many extended-run engagements on "Tell it to the Marines" are Madison Theatre, Detroit, 3rd week; Liberty Theatre, Portland, 2nd week; Coliseum Theatre, Seattle, 2nd week; Stillman Theatre, Cleveland, 2nd week and the Embassy Theatre, N.Y., in its 5th week at $2 admission.

"The Scarlet Letter" is in for extended runs in many cities, among them Adams Theatre, Detroit, 2nd week; Stanton Theatre, Philadelphia, 3rd week; Allen Theatre, Akron, 2nd week and in many other theatres following its 5-month run on Broadway at $2.

Broadway continues to enjoy the thrills and romance of "The Fire Brigade" which is in its 5th week at $2 admission at the Central Theatre, and will shortly open for extended run engagements all over the country.

"Winners of the Wilderness" (Tim McCoy) is bigger than "War Paint"

These two ads from Casper, Wyoming, papers are among many similar institutional ads used by showmen to tell their patrons they have secured the Top of the Industry pictures

"FLAMING FOREST" HELD THREE WEEKS

Detroit's Record Run

DETROIT, MICH. Exhibitors in the Mid-West have watched with interest the engagement of "The Flaming Forest" at the Adams Theatre in this city. This M-G-M attraction has completed a highly successful run of three weeks at the Adams.

NEVER TOO LATE!

A Story for Showmen in Small Towns

WELLINGTON, O.—W. J. Powell of the Lonet Theatre booked M-G-M this season. He sent this message to the Exhibitors Herald: "As a small town exhibitor I am just awaking to the fact that Metro-Goldwyn-Mayer pictures above all others bring the money into the box-office."

PRESIDENT COOLIDGE SEES "TELL IT TO THE MARINES"

WASHINGTON, D.C.—President and Mrs. Coolidge, together with Cabinet members, Congressmen and other government officials applauded the private performance of "Tell it to the Marines," given in their honor. The President recently singled out for viewing "Bardelys the Magnificent" another M-G-M attraction.

KARL DANE AND GEORGE K. ARTHUR NEW COMEDY TEAM

HOLLYWOOD, CAL.—Picture circles are looking for great things from the newest comedy team Karl Dane and George K. Arthur who will appear together in "Red White And Blue" Metro-Goldwyn-Mayer's comedy of the citizen training camps.

"TIN HATS" CONTINUES BIG

WICHITA, KAN.—"Tin Hats" is going over big here at Millers Theatre according to Stanley Chambers, Manager.

A Showman 24-sheet on M-G-M's famous serialized hit "The Taxi Dancer" for February release

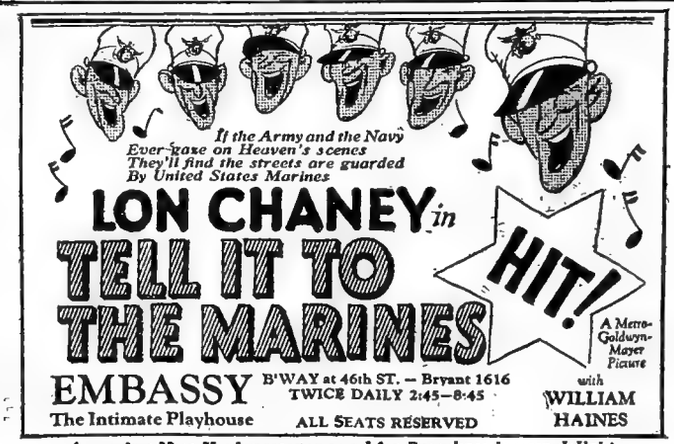
ACTIVITY OF M-G-M STUDIO GREATEST OF ITS HISTORY

CULVER CITY, CAL.—The New Year ushered in the biggest production schedule ever undertaken at the M-G-M studios here. Local interest is focussed on King Vidor's new unnamed picture which the director of "The Big Parade" describes as his supreme effort, which is to be in the nature of a "Big Parade" of peace times.

"Old Heidelberg" and "The Trail of '98" loom up as two of the most ambitious productions M-G-M has attempted thus far.

LEO LION *says:*

A product is known by the men who make it. Showmen have faith in M-G-M because M-G-M are showmen.



A rousing New York newspaper ad for Broadway's new delight, now in 2nd Month

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Richard DIX

in

PARADISE FOR TWO

With BETTY BRONSON

Another de-luxe Dix love comedy. A smashing, crashing funderbolt by the star-director combination responsible for "Womanhandled" and "Let's Get Married."

It's a Paramount Picture

Famous-Lasky Film Service, Limited

St. John - Montreal - Toronto - Winnipeg - Calgary - Vancouver

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"If It's a Paramo
It's The Bes

Yesterday

Today

Tomorrow

Famous-Lasky Film Service Ltd

ST. JOHN - MONTREAL - TORONTO
WINNIPEG - CALGARY - VANCOUVE

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nt Picture
Show In Town"

he Miracle Man; Dr. Jeykll and Mr. Hyde; The ffairs of Anatol; The Covered Wagon; The Ten ommandments; Peter Pan; The Pony Express; The Vanishing American

ld Ironsides; Beau Geste; Sorrows of Satan; he Rough Riders; Wings; Metropolis; The Vedding March; Variety; Hotel Imperial; We're in the Navy Now; The Kid Brother

arnum; An American Tragedy; The War of ie World; Sorrell & Son; Gentlemen Prefer londes; Beau Sabreur; Glorifying the American Girl; Casey at the Bat

Paramount Pictures

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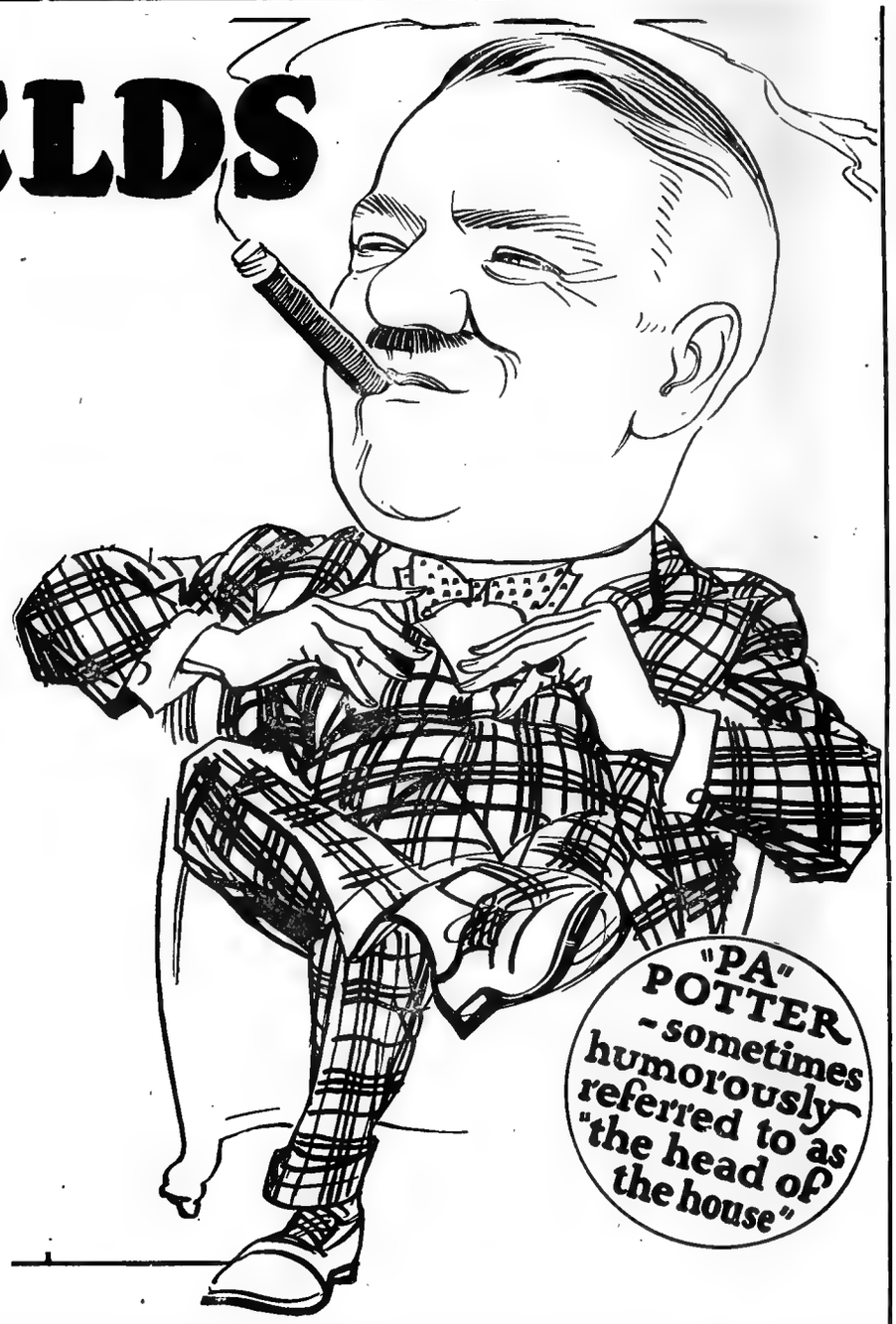
W.C. FIELDS



"PA" POTTER - sometimes humorously referred to as "the head of the house"

a Paramount Picture

IN

THE POTTERS

If you have laughs, prepare to spread them now!

This One will put a Permanent Grin on Your Box Office

Cast Includes
Mary Arlen
Ivy Harris

Famous-Lasky Film Service Limited

St. John - Montreal - Toronto - Winnipeg - Calgary - Vancouver

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Canadian Moving Picture DIGEST

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RAY LEWIS
Editor and Managing Director
GEORGE C. WILLIAMS
President

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The Patient, Motion Pictures

THE President of the Association of School Headmasters in England, Mr. Cholmely, makes a statement in a report received, "that the commercial prosperity of the cinema depends upon the largest possible number of silly people it can attract during their silly moments."

"The chief victims of this Industry are the immature minds of children in the West End, and the minds of some of the immature and dangerously precocious of what we are pleased to call the inferior races."

RAY LEWIS

The judgment which relegates motion pictures to "silly people" and "silly moments" cannot be an inspiration towards the establishment of a British Film Industry; and reveals the deplorable lack of knowledge of this Industry which some people exercise.

That the President of the School of Headmasters of England should not be in accord with an Industry which the Government of his country is endeavoring to establish more firmly, to foster; and develop throughout the British Empire, is rather surprising.

The greatest parliamentarians in England; and over the world have long since recognized motion pictures as a power to be given the most serious consideration; and this again makes the statement of Mr. Cholmely, who is in a position to know better, the more surprising.

That only eight per cent. of the pupils in a test preferred educational subjects is perhaps the fault of the educational system which makes the pursuit of education such an uninteresting event.

That sixty-three per cent. prefer broadcast music to any other feature is a healthy indication of a sense of rhythm at any rate; and should inspire the President of the School Headmasters of England to look to the educational curriculum so that it may be a little more in attune with the disposition of those children it is destined to educate, that it may have within its system a harmony which the brain of the child is willing to contact.

The screen will never become an intellectual institution until it has a liberty of expression permitted it as that enjoyed by literature, the drama, painting, sculpture, and the other arts.

A Censor Board which is created to delete from every picture every incident, situation, title, which is suggestive of the "ills to which the flesh is heir," the passions of mankind which are the mill through which God Grinds their uses into Star dust for the pathway of spiritual progress, will not give motion pictures an opportunity to make an appeal to other than immature mentalities.

All things are in Life; and all things are for man's use. It is helpful to mankind to illustrate in sermon, or story the disadvantages of abusing the materials with which we are surrounded. The wisdom of "where ignorance is bliss 'tis folly to be wise" is questionable.

Today men and women are being taught the use and abuse of their body, spiritually, mentally, physically. For abuse exists on any of these planes unless they are so correlated that they make a useful citizen, balanced to perform the duties and the blessing of living.

If you took a human being and applied the Censor Board scissors to his make-up, how beneficial and useful would such a being be to life? What tolerance would such a person express, what sympathy, what love, what charity? Incidentally, what would become of most of our virtues if humans were made so virtuous that the need for faith, hope and charity would have passed away?

Being immune from all passions, or conflict we could pass into the Garden of Eden which was created by God; and lest the serpent tempt an Eve or Adam, we would destroy the serpent, thereby assuming a Greater Wisdom Than That Expressed By The Creator.

It is true that some pictures are born silly. But it is also true than many of them are born possessed of intelligence, but after the Censor Board performs its surgical operation upon the brain of the picture, the result is "a silly ass."

The public and press are not aware that these pictures have been subjected to a trepanning process; and naturally they do the "panning."

This is what happens in our Industry; the Patient, Motion Pictures, goes into the observation ward, which is the Censor Board. This Board finds in a picture, a conflict between the material and spiritual values of life. The scenes may reveal material gains, but the moral of the picture always points to the ultimate victory of the "straight and narrow path." The Censor Board, however, appears to be under the impression, or direction that materialism should be eliminated; and the result is a milk and water diet, or a picture void of human conflicts and therefore, of human interest.

Any picture which finds in the developing of its plot the necessity for a picturization of the temptations of life, should not be interfered with, providing that the story shows Evil conquered and Virtue victorious, or the futility of evil in relationship to the inexorable will

(Continued on Page 12)

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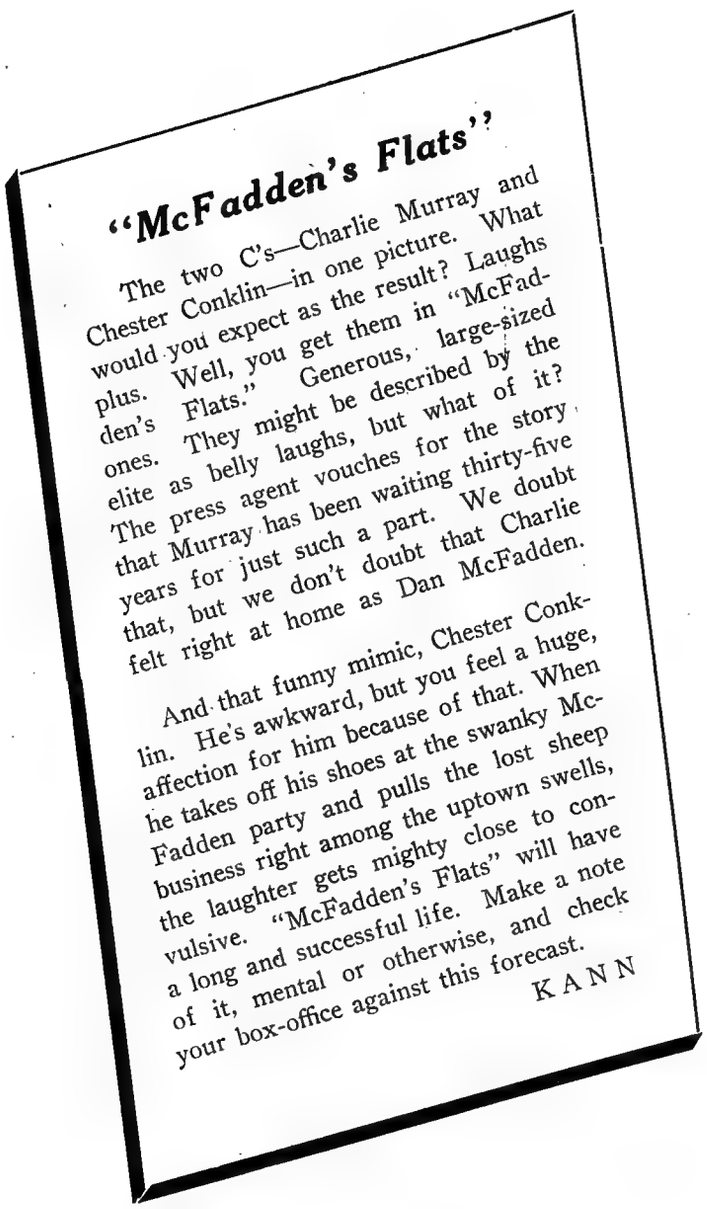
"Red" Kann editorially in "The Film Daily" says: "it will have a long and successful life"



"McFadden's Flats"

The two C's—Charlie Murray and Chester Conklin—in one picture. What would you expect as the result? Laughs plus. Well, you get them in "McFadden's Flats." Generous, large-sized ones. They might be described by the elite as belly laughs, but what of it? The press agent vouches for the story that Murray has been waiting thirty-five years for just such a part. We doubt that, but we don't doubt that Charlie felt right at home as Dan McFadden.

And that funny mimic, Chester Conklin. He's awkward, but you feel a huge, affection for him because of that. When he takes off his shoes at the swanky McFadden party and pulls the lost sheep business right among the uptown swells, the laughter gets mighty close to convulsive. "McFadden's Flats" will have a long and successful life. Make a note of it, mental or otherwise, and check your box-office against this forecast.

KANN

Charlie Murray - Chester Conklin

the screen's funniest pair in the funniest play on earth

McFadden's Flats

FIRST NATIONAL PICTURES

The exhibitor who misses this one is passing up the biggest profit opportunity of the year

NOT SAYING BUT PROVING

FIRST NATIONAL *FIRST*

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"Brother Showmen
FIRST
NATIONAL
gives you
CORINNE
GRIFFITH
in The
"LADY in ERMINE"
the toast of the
Box-Office
Banquet!"
Now bringing that S.R.O.
smile to hundreds of
showman faces - - -!
Presented by
ASHER, SMALL and ROGERS
Next Production
"THREE HOURS"
First National Pictures
Members of Motion Picture Producers and
Distributors of America Inc.~Will Hays, President
FIRST NATIONAL FIRST!
Google

Would a man kiss the wife of his best friend without encouragement ?

SH-H-H! HAVE A CARE--

my husband must never know! —Ah, how this beautiful lonely wife played with the friends of her husband who had left her in their care! — You'll find this comedy of modern Vienna dramatic, humorous, appealing and wholly satisfying.

JOHN C FLINN
PRESENTS

MARIE PREVOST
in
"FOR WIVES ONLY"

WITH
VICTOR VARCONI

ADAPTED BY ANTHONY COLDEWEY FROM THE STAGE PLAY "THE CRITICAL YEAR" BY RUDOLF LOTHAR & HANS BACHWITZ

DIRECTED BY *VICTOR HEERMAN*

PRODUCED BY
METROPOLITAN PICTURES CORPORATION

Regal Films Limited
Sole Distributors for Canada

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Your Most Dependable Source of Supply

No real showman needs to be told that to do ***good*** business he must show ***good*** pictures. At almost any film exchange an ***occasional*** good feature can be found. What the successful showman needs, however, is a market where he can find a ***steady supply*** of good pictures. We claim to be ***that*** market. To substantiate that statement we have only to remind you that we are sole Canadian distributors for

Metro-Goldwyn-Mayer Features
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Mack Sennett Two-reel Comedies
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Harold Lloyd's Famous 2 and 3-reel Comedies
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Grantland Rice's Sportlight

We operate ***completely equipped exchanges*** at Toronto, Montreal, St. John, Winnipeg, Calgary and Vancouver. It will be to ***your direct advantage*** to get in touch with one of them and learn just what is available ***for you*** among these varied lines of the ***world's best photo-play productions.***

REGAL FILMS LIMITED

Canada's Largest Distributors of Photoplays

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THE PATIENT, MOTION PICTURES

(Continued from Page 7)

of the Law of Compensation which makes everyone reap what they have sown.

The Drama has lived through centuries because it deals with life, humans on earth, and not in the Kingdom of Heaven.

Look through the Classics of Literature, and find therein the kernel of their immortality, it is human values, virtues and evils.

Look at the masterpieces of Art. Let us take the Laocoon, and all that its figures represent. The priest and his twin sons in the coils of two serpents. Evil holding them as prisoners and evil destroying that which it has imprisoned, save the one son to the right of the group who enloosens the coils of evil and escapes.

If we presented a picture of that symbology today, we would be faced, first with an objection that we cannot depict a false priest; it might be offensive to some religious order. Next, we could not show the evils which ensnared him and his sons, lest we incite our patronage to evil.

Take the story of Oedipus, King of Thebes, who solved the riddle of the Sphynx, who, unknowingly murdered his father, unknowingly married his own mother, and went forth blinded by his own hands from his own kingdom as a wanderer. The fate of Oedipus was written in the Stars and yet despite all precaution and prevention, was fulfilled as had been foretold.

The story is the very perfection of drama; and yet if picturized what would the censors leave of it under their prescribed limitations? Oedipus would not be allowed to murder his father, nor marry his mother, even though unknowingly. All that would be left to him would be the solving of the riddle and the blinding of himself. The reason for the blinding would be left obscure; and the critics and motion picture patrons, noting what motion pictures did to this sublime example of Greek Tragedy, would heap anathemas upon our head; and call us a host of illiterates, who desecrate that which we contact by our inanities.

Here we are, suspended between the Censor Board and those who desire Motion Picture to become intellectual; to furnish food for thought. Which is it to be for the service of Mankind, a milk diet, or hard nuts to crack?

The Censor Board is not to blame for the situation, this is the duty, apparently which is forced upon it by those who created it, but surely this situation should be relieved; and the duties of the Censor Board directed towards helping the Industry present pictures for intelligent people; and not for "immature minds" as has been so frequently attributed to it.

Ray Lewis

Digest Doing Important Work Writes Louis B. Mayer

January 26th, 1927

Miss Ray Lewis,
Managing Director,
The Canadian Moving Picture Digest,
259 Spadina Avenue,
Toronto, Ont., Canada.

Dear Miss Lewis:

Permit me to congratulate you upon your very fine Christmas Number.

Also at this time, I would like to compliment you upon the general contents and appearance of your publication from week to week.

You are doing an important work in the motion picture scheme of things from an international standpoint and I am sure this is very much appreciated by all your readers.

With best wishes, I am

Cordially,
(signed) LOUIS B. MAYER,
First Vice-President, Metro-Goldwyn-Mayer Studios.

To the left Lillian Gish, Metro-Goldwyn-Mayer star appearing at the Regent, Toronto, in "The Scarlet Letter." Mrs. Gish and Dorothy complete the family picture.

Monte Blue as he appears in "Wolf's Clothing," a Warner Bros. production.

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Ray Presents

"MONS," one of the prize English War pictures is to be released in Canada through the Regal Films. I viewed the picture with a curious feeling, the predominant one being a natural instinct against war and any glorification of it, but "Mons" got me, it will get anyone before its second reel has been finished, for it has been so cleverly handled that it is hard to imagine that it is anything but an actual picture of what happened at "Mons" during the beginning of the war, when England, so entirely unprepared, entered in with a belief that Christmas of the same year would see the thing finished.

* * *

The picture is free of "atrocities," both sides are given a square deal in the picturization; and the end of each reel is so well planned that it keeps the interest keen and alive for what is coming next. There is a sufficient amount of comedy to offset the bombardments; and intimate and interesting as well as human shots of the Belgium and French women's part in the war.

* * *

"MONS" is well-known to Canada, the beginning and the end of the location of the war. It is one of the big towns in Belgium, famous for its college among other things. It was held by the Germans from 1914 until 1918. The Canadian army entered "Mons" at 5 A.M., Nov. 11th, 1918, two hours before the Armistice. That morning the Canadians were holding the front. The enemy was retreating, in fact the Canadian boys who saw the finish say, that the Canadian troops were right on their heels as they left town after town.

* * *

The units, who were relieved, hid so that they could be among those to enter "Mons" when the word was given. The 123rd Battalion, after service in France, was absorbed by the 7th Field; and this included the Sportsmen's Battalion which had joined up with the 7th Field Engineers attached to the 7th Brigade, which was all Canadian. Among the various units were the 43rd's, C.M.R.'s, 52nd, Princess Pats.

* * *

THE Tivoli Theatre hold-up in Toronto this week substantiates last week's editorial, "In Defense of Men," covering the quotation in regard to the presence of mind exercised by women in case of robbery. Eileen Littleton, the young cashier of the Tivoli, when asked to hand over the cash, swept over two hundred dollars to the floor of the box-office; and backing towards the door, screamed for help. The robber got $8.50 for his pains. He then proceeded to make good in other locations, it is reported, and has not yet been apprehended although he was seen; and the crowd helped in the chase.

* * *

The December issue of the Canadian Forum, in an editorial, states that "Canadian history is the worst taught and best hated subject in the Canadian schools." The editorial goes on to say that if motion pictures were utilized to teach history it would become one of the most popular subjects, but at present this subject suffers from a malady known as "Dryasdust."

It rather links up with what our editorial has to say in connection with the lack of interest exemplified by school children for educational subjects as found by the test recently in England.

* * *

"THE DEATH WHISPER" is the whisper attributed to the propaganda which spreads the idea of "poor business." Such whispers float to Canada in relationship to distribution and theatres. What are we to believe? The figures displayed in the many advertisements by the distributors let us know the tremendous attendance a picture draws, the big sums of money. We also hear that big sales have been put over of pictures and vast territories covered. Most of the exhibitors you converse with are all booked up.

If sale returns are not reaching the figures which they did earlier in the season it is not because business is bad, but the territories have already been closed. You cannot keep on selling a territory after you have sold it, but if distributors will spread their intake over the year, establishing an average, the average will be very healthy, and this is an indication that business is and was good. The same applies to the exhibitors. One or two poor weeks do not make business bad. Cover your average. How good is it?

* * *

It is rumoured that Mrs. Young's suit to have the O'Byrne contract cancelled with George Young, is part of a publicity stunt. If it's publicity it is the kind which one might relegate to that decomposed English word elegantly named, "rotten." If it is the whole truth and nothing but the truth, such an action in connection with O'Byrne is relegated to the same plane. Meanwhile reports drift in that Young's salary is being witheld by the theatre at which he is appearing.

LAST MINUTE NEWS

The Maritime Provinces Film Board of Trade held its first annual convention.

A. J. Moeller, president of American Cinema Association, who left this week for a western trip, stopped off in Detroit Wednesday for a conference with Edgar A. Guest, the poet, whose writings ACA is distributing as "Poetic Jewels." He also conferred with officials of Hartford Productions on features of next season's production schedule. His trip will take him as far west as Omaha, with several stopovers enroute.

Lionel Harper, sport editor for The Digest, and assistant manager of the Tivoli Theatre, has been transferred to Trenton, to manage the new Trent Theatre, the Famous house.

H. S. Manus, vice-president of ACA, left ten days ago on a four months' tour of ACA exchange territories, stopping over in Montreal and Toronto.

Among the changes that were made by Famous Players Canadian Corp., Toronto, we have the following: Jack Quarrington, for many years manager of the Beaver Theatre, has been appointed manager of the Parkdale Theatre, succeeding B. Geldzaeler.

Mr. Geldzaeler has been appointed general supervisor of the Suburban theatres, Toronto, for the Famous Players Canadian Corp. Jack Laver, of the York Theatre, has been appointed manager of the new Bedford Theatre.

Mr. Harry Smith, of the Teck, goes to the Classic Theatre as manager.

On page 14 of January 29th, there was an article in connection with the presentation of the British Gaumont Weekly at the Centre Theatre, Ottawa. The release is through Canadian Educational, who is the exclusive distributor for Canada; and not through Regal as was reported.

FOR SALE EARLY DELIVERY

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BRASS RAILINGS
STAGE ILLUMINATION
PORTIERS & DRAPES

Box 11 - Digest

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Toronto Theatres

UPTOWN — "It," with Clara Bow and Antonio Moreno—Paramount. A spicy, peppy, fascinating feature that is sure to bring the money into your box-office because it is full of the "It" spirit. Clara is the perfect flapper. Her popularity is on the increase and I doubt whether any star since the early days of Mary Pickford evokes so many "cute" remarks from her patronage as she does. "Monty," as played by William Austin, is excellent. Moreno does good work also. The bit which introduces Elinor Glyn and her explanation of what is "It" gets a hand; and is good showmanship on the part of the director, besides making Elinor Glyn feel good. The whole production is a credit to Paramount for it is 100% pure entertainment without being "too pure." The story revolves around a little shop girl and a millionaire, and how she manages to win a wedding ring from him. It is great fun. Class B plus.

REGENT — "The Scarlet Letter," with Lillian Gish, and Lars Hanson — Metro-Goldwyn-Mayer. An adaptation of Hawthorne's well-known novel, played excellently by leads and supporting cast. Good attraction. Class A.

PANTAGES — "Hotel Imperial," with Pola Negri—Paramount. A love drama, well produced and outstanding direction in its war scenes and photography. Russia and Austria during the early part of the war involved. Class B.

LOEW'S — "Johnny Get Your Hair Cut," with Jackie Coogan — Metro-Goldwyn-Mayer. Jackie Coogan actually gets his hair cut in this picture. Jackie is growing up and is the same good little artist. Class B.

TIVOLI — "Twinkletoes," with Colleen Moore — First National. Taken from Thomas Burke's famous English romance, Colleen in a role that gives her fine opportunities. The story centralized around London slums, Colleen as "Twinkletoes" does exactly as the title indicates, she is a little dancer, but instead of a millionaire Duke coming along as the centre of her heart's attraction this time it is a pugilist, real caveman stuff as presented by Kenneth Harlan. Gladys Brockwell does some good work in her drunken scenes. The direction is excellent by Charles Brabin. Tully Marshall as the father is good, so is Warner Oland as a theatrical manager. I think Colleen should be given a happier setting. She is just the happy kind of a star which should not be placed in sordid surroundings, and Burke's Limehouse settings are certainly not the best vista of Merry England. Class B for the material and Class A for Colleen's work.

Neighborhood Theatres

PALACE — "Take It From Me," with Reginald Denny — Universal. This star can always be depended upon for a sure evening's entertainmen. A good comedy. Class B. "Valencia" with Mae Murray — Metro-Goldwyn-Mayer. That beautiful blonde in a fascinating romance of Spain. Class B plus.

ST. CLAIR — "Forever After," with Lloyd Hughes, and Mary Astor — First National. Class B. The freshness of both these stars and the sincerity of their work is always appealing. "The Canadian," with Thomas Meighan, Paramount. A good picture, purely Canadian, and well acted. Class A.

BEACH — "We're In The Navy Now," with Wallace Beery, and Raymond Hatton—Paramount. A riot of a comedy, leave it to this pair that starred in "Behind The Front," to show you a good time. Class B plus. "The Magician," with Alice Terry — Metro-Goldwyn-Mayer. A weird mysterious play, full of thrills. Class B.

ALHAMBRA — "Tin Hats," with Conrad Nagel and Claire Windsor — Metro-Goldwyn-Mayer. Both leads delight their audiences with their splendid work. Good attraction. Class B. "London," with Dorothy Gish—Paramount. A story of London's Limehouse, with Dorothy the only spark of sunshine, and always pleasing. Class B.

PARKDALE—"London," with Dorothy Gish—Paramount. "The Return of Peter Grimm." Alec B. Francis—Fox. A fine picture, splendidly produced and played. Class B plus.

YORK—"Valencia," with Mae Murray— Metro-Goldwyn-Mayer. "The Blonde Saint," with Lewis Stone and Doris Kenyon—First National. Class B. Entertaining.

DANFORTH — "Love's Blindness," with Pauline Starke and Antonio Moreno — Metro-Goldwyn-Mayer. These stars work nicely together. Class B. "The Strong Man," with Harry Langdon — First National. A hilarious comedy, that brings in the "dough." Class B plus.

BEAVER — "The Flaming Forest," with Renee Adoree and Antonio Moreno. Good acting by both leads, Renee Adoree as adorable as ever, and Moreno excellent. Class A.

BLOOR — "Take It From Me," with Reginald Denny—Universal. "The Return of Peter Grimm," with Alec B. Francis — Fox.

BEDFORD — "Across The Pacific," with Monte Blue—Warner. Class B plus. Monte does big work and the picture registers as real entertainment. "The Canadian," with Thomas Meighan — Paramount.

CLARA BOW IS "IT"

By RAY LEWIS

I think that Clara Bow
Is "It"
In a picture of that name,
And Elinor Glyn
Who wrote "It"
Has added to her fame.
Clarence Badger who directed "It"
Has tried no badger-game
On Paramount, who paid for "It,"
And set this town aflame.
What is this "It,"
The Muse doth praise
And sets forth to declaim?
Clara Bow has "It,"
Elinor Glyn has "It,"
"It" is the star within your eye,
It registers that spirit and flesh
Are causing sparks to fly;
These sparks are life,
The Life of you,
Electrons, if you will,
The Prana of Creation
With which our God Did Fill
The nostrils of an Adam,
The same no force can kill
A power which never will permit
Its contact to be still.
Great women of history
Have had "It"
That is what made them great,
Big men throughout the ages
Have used "It"
As the motor of their fate—
"It is a contact,
Which electrifies and thrills
A living substance in mankind
Which warms and never chills
Those who inhale "It,"
Sense "It," feel "It."
"It" is an inspiration,
An intoxication,
Lead me to "It."
For having "It"
"I Am That I am,"
The Superlative Degree
Of Being "It."

Theatre Decorations

is next in importance to good pictures. You will get "bigger houses" if the public find in your Theatre that harmonious atmosphere of restfulness necessary for complete relaxation. Entrust the decoration of your Theatre to

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PROJECTION

By GUY E. McALLAN

In overhauling a projection machine it is often difficult to keep trace of the many small screws, etc. However if a fairly large mirror is at hand on which to lay the screws they will be easily found when wanted.

* * *

A good film cement is composed of pure, undiluted Glacial acetic acid. This should be used with some form of film splicing machine as it requires pressure for the best results.

* * *

A device recently placed on the market which should prove of great benefit to the operator in large theatres is a device which attaches to the upper magazine of the projector and has a roller which bears on the film roll. This operates a pointer which is in full view of the projectionist and works over a scale which shows how many feet of film have been projected. When near the end of the reel the device operates a buzzer warning the projectionist that it is nearing the end.

* * *

Another new invention of interest to the projectionist is a small device which can be attached to the bearings of a motor-generator and connected by wire with an alarm bell which will sound a warning in case the bearing should run hot. This will be of benefit in houses where the motor generator set is located in some out of the way place and not under the eye of the projectionist.

* * *

The writer has found a common medicine dropper to be very good in handling film cement, it allows just the right amount to be applied to the splice and is useful where a lot of doubling up is necessary.

A telephone bell located back stage was noisy and interfered with acts when it was used. The trouble was overcome by slipping a stout elastic band around the bell which subdued it to a gentle buzz.

Toronto Theatre Managers Report Business as Usual

The Montreal Theatre fire tragedy has not apparently affected the attendance of patronage at Motion Pictures, judging by newspaper reports on the subject. Those on the inside, however, are inclined to think that the bigger houses increased their patronage, while the smaller houses lost about 30 per cent of their regular attendance.

REGAL SCORES TEN OUT OF FORTY BEST

National Board of Review List Gives Regal 25 per cent.

The selection by the National Board of Review of the forty best pictures issued during 1926 makes a remarkable showing for the Regal Films Limited, who by the way, are the largest distributors of motion pictures in the Dominion of Canada. The list of the forty pictures referred to was selected from the releases of all the producers in the United States and Europe. Considering that there are scores of these producers and distributors, the showing of Regal releases is remarkable, that company having no less than ten or 25 per cent. of the total amount. These include the following features: "Blackbird," Lon Chaney's big picture; "La Boheme," Lillian Gish and John Gilbert; "Mare Nostrum," featuring Alice Terry and Antonio Moreno; "Temptress," with Greta Garbo; "Waltz Dream," which was made in Europe; "Exquisite Sinner," with Renee Adoree and Conrad Nagel; "Faust," with Emil Jannings; "Scarlet Letter," with Lillian Gish; "Silence," with H. B. Warner.

Eight Theatres Montreal Have No License

Majority of Them Operated by Lawand Bros.

The theatres in Montreal which have no license for operation are the Alhambra, 3020 Masson St., Nicolas Laanzes, proprietor; Dominion, 5430 Papineau, Najeeb Lawand; Francais, 27 St. Catherine St., The St. Francais Theatre Limited; King Edward, 277 St. Lawrence Blvd., Ely Lawand; Laurier Palace, 685 St. Catherine St. E., Ameen Lawand; Lord Nelson, 2211 St. Catherine St. E., Nicholas Lazanis; Maissonneuve, 2677 Ontario St. E., Ameen Lawand; Napoleon, 2526 Ontario St. E., Ameen Lawand.

There are fifty-eight theatres and movie theatres in Montreal, fifty of which operate under licenses granted by the city, while eight have no licenses, but the proprietors have placed a deposit. The Laurier Palace is among the theatres which had no license. The Rivoli has been passed but the proprietors are to be charged pro-rata on assessment for license.

It is noted that among the eight theatres operating without licenses there are five owned by the Lawand Bros.

F.B.O's Schedule 1926-27 Three-Quarters Completed

"Salvation Jane," with Viola Dana, and "The Sonora Kid," with Tom Tyler on List.

With his return to the F. B. O. studios in Hollywood after a series of conferences with J. P. Kennedy and other home office executives in New York, Edwin King makes the announcement that with the completion of "Salvation Jane," starring Viola Dana and "The Sonora Kid," the Tom Tyler vehicle, F. B. O.'s production program for 1926-27 is three-quarters completed.

Of the twelve Gold Bond specials scheduled by the company, ten have been completed; the eleventh, the big Elks special entitled "Moulders of Men" is in production with Ralph Ince at the megaphone and Conway Tearle and Margaret Morris in the leading roles; the twelfth, "The City of Shadows" from Mary Roberts Rinehart's "The Lark," is in the hands of the scenario department and will begin filming in the near future.

Two of Fred Thomson's four productions "A Regular Scout" and "Don Mike" have been finished; "Silver Comes Through," the third Thomson vehicle is about to start shooting, and the fourth, "Arizona Nights" will begin in February.

Three of the six Viola Dana specials, including "Bred in Old Kentucky" and "Homestruck" had been finished with the winding up of camera work on "Salvation Jane;" likewise four of the George O'Hara features "Going the Limit," "The Timid Terror," "California or Bust" and "Is That Nice" are finished, and the star's fifth picture "Yours to Command" is about to go into production.

With five of Tom Tyler's eight westerns completed, and four of Bob Custer's, the "peak" is well over for both cowboy stars, and scripts all ready for each to begin on their next vehicles. The Alberta Vaughn series is finished, as are the four dog specials with Ranger, F. B. O.'s famous police canine star, and General Manager Edwin C. King is confident of having the entire group all "cleaned up" in ample time before the 1927-28 series gets under way.

J. M. Franklin, genial manager of the B. F. Keith's Theatre, Ottawa, Ontario, spent the week of January 24 in New York City to arrange for coming attractions at the Ottawa house. Roy McDonald, assistant manager, was in charge of the theatre for the week.

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"A Daniel Has Come to Judgment"

An Interview with the Controller of The Performing Right Society

(Continued from Issue of January 29th)

IN OCTOBER and November, an international conference at Berlin revised the Convention of 1886, Article 11, removing the necessity of the publication that public performances were prohibited.

The Canadian Act of 1921, amended in 1923, adopted the British law for Canada with some minor provisions, it is stated.

In Great Britain, The London Performing Right Society control public performances of British music. They enjoy a reciprocal control in those other countries with which they are affiliated.

Licenses are granted to employees of artists, not to artists, to theatre owners, on a fee basis, arranged by contract, payable in advance; and which makes such a contract a permanent institution unless due notice of cancellation is forwarded one month before the end of the yearof the contract. In the event that such notice is not forthcoming, the contract automatically renews itself for another year.

It is necessary for each hall, or theatre to send in a weekly or monthly report of the music used in part or in its entirety, to The Performing Right Society.

An analysis is then made of the works performed; and usually in June of each year, the revenue, after a deduction of operating expenses is dispersed to the various publishers, authors, composers, etc.

The Board is composed of twelve publishers and twelve members recruited from the authors, composers, etc. The license fees vary according to the nature of entertainment, different fees charged for theatres, music halls, motion picture theatres, hotels, steamships, civic halls, muncipalities, city and rural.

The Board receives no salaries. The British membership is over 800, and the affiliated membership numbers several thousands, bringing the foreign works under the control of The Performing Right Society.

France is reported as having a 16,000 membership in its society.

Motion Picture Fee?

Six times I asked the question what motion picture theatres would be charged; and not once did Mr. Woodhouse hear me, apparently. When the question of taxing artists in place of theatre owners, or employers was broached, Mr. Woodhouse testily replied that artists were too irresponsible in that one could not so easily locate them. It simplified action to tax the employer, or theatre owner who was mostly stationary.

When the question of publishing on music prohibited, or controlled that "the public performing rights is prohibited" was broached, Mr. Woodhouse explained that such a procedure would interfere with the sale of the music. The law did not require such specifications; and the onus rested upon the purchaser who must ascertain the ownership of what he purchases; and his rights. Mr. Woodhouse then cited the following example: "If you came into this office and Mr. Schutte picked up that inkwell and gave it to you, if it belonged to me, I could have you arrested for stealing."

Publishers "Plug" Music.

The fact that a manager of the company, owning the particular property had given me the property, did not free me from the responsibility of finding out whether he had a right to give me the property specified.

Among the questions asked was the one referring to the method of publishers in "boosting" music.

I asked Mr. Woodhouse what would be the attitude toward me if a publisher, a member of their board gave me some music to "plug;" and I, being a singer, or musician, made use of this music at public performances?

Mr. Woodhouse informed me that I would be held liable for a fee following such use, regardless of the fact that a member of the board of the society, a publisher, who had participated in forming the rules governing the society, had been a party to the action, I, as an artist, took in breaking those laws.

I asked Mr. Woodhouse if the society would hold this publisher member responsible. He said "no." Would they advise publishers against such action? They had no interest in this direction was his reply.

Mr. Woodhouse informed me that regardless of the fact that authors, or composers had sold their rights to publishers outright, covering all fields of use in connection with their works, in the matter of distributing fees, the authors ,or their heirs, would receive their share of the revenue obtained by The Performing Right Society.

"The Play's The Thing"

When I suggested that it might be advisable to consider the position of a theatre owner who is unaware of what an artist intends playing, or singing, that such a theatre-owner engages an artist for his, or her voice, musicianship, Mr. Woodhouse retorted, the voice, and the playing had nothing to do with it, the music sung, or played was what the theatre owner was purchasing.

No Arbitration But Law.

When I endeavored to suggest that a situation such as this should be considered from all angles; and a meeting arranged to make the interpretation of an act just to all parties involved, Mr. Woodhouse appeared much annoyed and said, "We know the law, and our viewpoint, that is all that is necessary.

Case Against "The Embassy."

Whereupon Mr. Woodhouse decided it was time for him to close the interview. But not before citing how The Performing Right Society had won their case against "The Embassy," a small club in London which had utilized some music during their service.

"The Embassy" appealed upon the grounds that no fee was charged, that the club was a private institution eligible to members only. The appeal was dismissed.

Case Against Theatre Owner.

The Performing Right Society have some printed matter reported on the action which they brought in the High Court of Justice, King's Bench Division, before Mr. Justice Atkin.

The action took place April 10th, 1918, against Mr. Thompson, motion picture theatre owner at Epsom, England. The infringement involved the use of "Keep The Home Fires Burning," and "If You Were the Only Girl in the World."

The theatre owner lost his case, although the pianist testified she was instructed not to use the music controlled by The Performing Right Society.

Daily Star Radio Suit

The action against The Daily Star re-Radio and the Famous Players, judgment reserved in the latter case is of considerable interest.

The case is being carefully watch-

(Continued on Page 17)

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"A DANIEL HAS COME TO JUDGMENT"

(Continued from Page 16)

ed by many interests here, in the United States and abroad.

Their Pound of Flesh

The decision involves thousands of dollars to theatre owners. It is a pity that those who have come into contact with the disposition of this Performing Right Society cannot report that the Society shows a disposition to do other than exact "their pound of flesh," with all the rigidity which can be exercised.

The Sacrifice of The Lamb.

The Amusement Association of Canada is dismissed by Mr. Woodhouse with a few forceful words. So are all suggestions of arbitration and consideration.

If The Performing Right Society is to be judged by my interview with Mr. Woodhouse, it looks as if in the person of Mr. Woodhouse "A Daniel has come to judgment;" and the Motion Picture Industry is to be The Lamb offered up for sacrifice.

Second Gallery Closed Russell Theatre, Ottawa

The second gallery of the Russell Theatre, Ottawa, Ontario, has been permanently closed, according to local announcement, as a result of an agreement between the theatre owners and the civic authorities. The closed section had a capacity for 400 persons. New pillars have been installed to support the balcony. With these changes, the Russell has been passed by the Ottawa Fire Department and the Ottawa Building Inspectors.

Universal denies the report that Reginal Denny, their star who was operated on last week for appendicitis, has suffered a relapse. Dr. Louis Regan, Denny's physician, states that he is gradually improving.

Famous West Coast Studios Making Twelve

Clara Bow, Pola Negri, Emil Jannings, Eddie Cantor, Adolphe Menjou, Florence Vidor among the stars To Appear.

Production is on the increase at the Famous Players-Lasky studio in Hollywood. Twelve pictures are now under way, with others in preparation.

"Rough House Rosie," Clara Bow's next starring vehicle, which Frank Strayer is directing is one. Two outstanding foreign stars began work in their respective productions, Pola Negri in a screen adaptation, as yet untitled, of one of Ernest Vajda's greatest plays, under the direction of Mauritz Stiller, and Emil Jannings in his first American-made vehicle, "The Man Who Forgot God," under the guidance of Victor Fleming.

Also in production on the lot are "Wings," the air service epic, whose company has just returned from the San Antonia location; "Special Delivery," Eddie Cantor's second screen comedy; "Evening Clothes," with Adolph Menjou as the star; "Afraid to Love," starring Florence Vidor; a new picture starring Wallace Beery; "Ritzy," the Elinor Glyn story in which Betty Bronson is starring; "Too Many Crooks," co-featuring Mildred Davis and Lloyd Hughes; Raymond Griffith's next attraction; "Fashions For Women," Esther Ralston's first starring vehicle.

"Soundings," with Lois Moran and Douglas Gilmore in the leading roles, and "Arizona Bound," Gary Cooper's starring vehicle, are slated to start within a few days. "Children of Divorce," "A Kiss in a Taxi" and "The Mysterious Rider" have just been completed.

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Montrose Did Not Train "Rin-Tin-Tin"

A few weeks ago we published a story dealing with Montrose who had made his fame in motion picture circles as a trainer of dogs for stories in which they participated largely.

We credited Montrose with the training of Warner's famous dog, "Rin-Tin-Tin," but have since learned from Montrose that he did not have the training of this canine star. Mr. Montrose has leased a farm near Oakville which is being converted into a studio; and where stories with dogs as heroes and heroines will be purchased.

THEATRE FOR SALE

Capitol Theatre, 400 seats, in manufacturing town of Magog, Que. 6000 population. Good chance for energetic young man. Easy terms. Owner wishes to retire. Apply

CAPITOL THEATRE, MAGOG, QUE.

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CELCO PANIC BOLTS FOR THEATRE DOORS

The Celco Panic Bolt has the approval and endorsement of the Ontario Theatre Inspection Department. It is made in our shops, is very substantial, fool proof, everlasting, and absolutely positive in action. Vertical rods and main cross rod are cold rolled half-inch steel. Outer working bar is ⅞-brass tubing. Castings are heavy brass. Finish, baked on black enamel and polished nickel plate. Complete with screws and all necessary hardware.

For Single Doors - $12.00 For Double Doors - $16.00

FIRE EXTINGUISHERS

Pyrene, one quart, pump action with hanger - - - $14.00
Guardene, 2½ gal. Soda and Acid, upturn action with hanger - 18.00

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"Courtesy With Service"

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Round About the Studios

Marie Prevost is giving her sister Peggy a start in pictures. Peggy plays the part of a bridesmaid in Marie's current starring medium, "The Night Bride," being filmed at Metropolitan studios for P. D. C.

Charlie Murray is "in Dutch" in "Bayo-Nuts," which Frank Griffin is producing for First National with Del Lord directing. It's a war comedy in which Murray is co-featured with George Sidney. He begins as an Irish cop, becomes a Russian soldier, and then disguises himself in a German outfit.

Morton Blumenstock, who titled "Twinkletoes," Colleen Moore's recent picture for First National, and "The Perfect Sap" with Ben Lyon featured, has just completed the titles for "Easy Pickings" in connection with Gene Towne and Charles Saxton. "Easy Pickings," which features Anna Q. Nilsson, goes to New York this week.

Dolores Costello is busily at work on "A Million Bid" which promises to be an unusually lavish production. The sets are as picturesque as those in "Don Juan," and scenes of an old Spanish estate, set in the period of the '90s, are now being shot. Alan Crosland, the directorial genius of "Don Juan" and "When A Man Loves," is wielding the megaphone. The story is based on the scenario of Anthony Coldway, recently signed to a long term contract by the Warners. The production is from the play by George Cameron, while in support of Miss Costello appear Warner Oland, Charles Emmett Mack, Sojin, Josef Swickard.

"Winners of the Wilderness," Metro-Goldwyn-Mayer's new type of western picture, is a typical Canadian picture. A great part of the action takes place in Quebec, with ramifications as far south as Virginia. This picture is said to be entertaining, historical and romantic, and should prove especially inviting to Canadian theatre patronage.

Monte Brice, who just completed "Casey at the Bat," Wallace Beery's first starring vehicle, as his first megaphone assignment, will direct Beery again in "Fireman, Save My Child," according to announcement by B. P. Schulberg, West Coast executive for Paramount.

Brice has already been announced to make "Sheiks and Shebas," the Paramount "youth" picture as his next, the Beery film to follow.

"Duck Out," an Educational comedy, finds Bobby Vernon as a country lad serving as porter, bellhop and clerk in a rural hotel. An unusually large supporting cast is headed by Frences Lee, Bill Irving, Andy Clyde, Bill Blaisdell, Billy Engle and Edna Gregory.

"The Princess From Hoboken" is now in the course of filming by Tiffany Productions Inc. According to word received from the Coast by M. H. Hoffman, Vice-President, this picture will be unusual film entertainment in so far as plot and story is concerned. A cast of well known screen players are being engaged for the principal roles. Released in Canada thru Cranfield and Clarke.

After completing "Purple and Fine Linen" for First National, her fifth picture, Corinne Griffith will take a long vacation for a trip to Europe and a sojourn on the Riviera.

Gibson Gowland, who played the role of McTigue in the Von Stroheim production of "Greed," has been engaged to play one of the principal roles in the Tiffany Production, "The Broken Gate" by Emerson Hough, the author of "The Covered Wagon." The picture is scheduled for release in February through Cranfield and Clarke for Canada.

Greta Nissen, beautiful Paramount blonde, will be seen in "Blonde or Brunette," starring Adolphe Menjou.

Erich von Stroheim is now filming what are said to be the most colorful episodes of "The Wedding March," his first great picture for Paramount, now being produced by P. A. Powers at the Associated Studios.

The scenes, grouped under the studio title of "the Madam Rose sequence," are laid in a notorious resort in Vienna, and "Bobby" Webb, casting director for the von Stroheim company, has gathered together a large group of girls who are typical representatives of various countries, including France, Holland, Spain, Mexico, Sweden, Russia, China, Japan, Siam, Scotland, Hawaii and many others. Numbers of Austrian army officers are also in evidence, headed by Erich von Stroheim himself in his character of Prince "Nichi," the principal male role in "The Wedding March."

John Gilbert and Renee Adoree, who thrilled their audiences in "The Big Parade," will be re-united in "Day of Souls," another Metro-Goldwyn-Mayer feature.

After playing second leads for years, Julia Faye gets a chance to star in "Turkish Delight," a comedy by Irvin Cobb, and directed by Paul Sloan.

Lillian Gish, that ethereal blond, and superlative artist, is being starred in "Wind" for Metro-Goldwyn-Mayer.

Scene from "Finger Prints," another Warner Winner, starring that merry comedienne, Louise Fazenda, supported by a well-known cast of players.

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Tarzan and the Golden Lion
Laddie

A Regular Scout
Flaming Fury
Bred in Old Kentucky
Flashing Fangs
Homestruck
The Timid Terror
California or Bust
Lone Hand Saunders
The Adorable Deceiver
Going The Limit
Red Hot Hoofs
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1927-28

Pedigree

Windjammers of Gloucester

Little Orphant Annie

How* Greater F.B.O. has *Grown!

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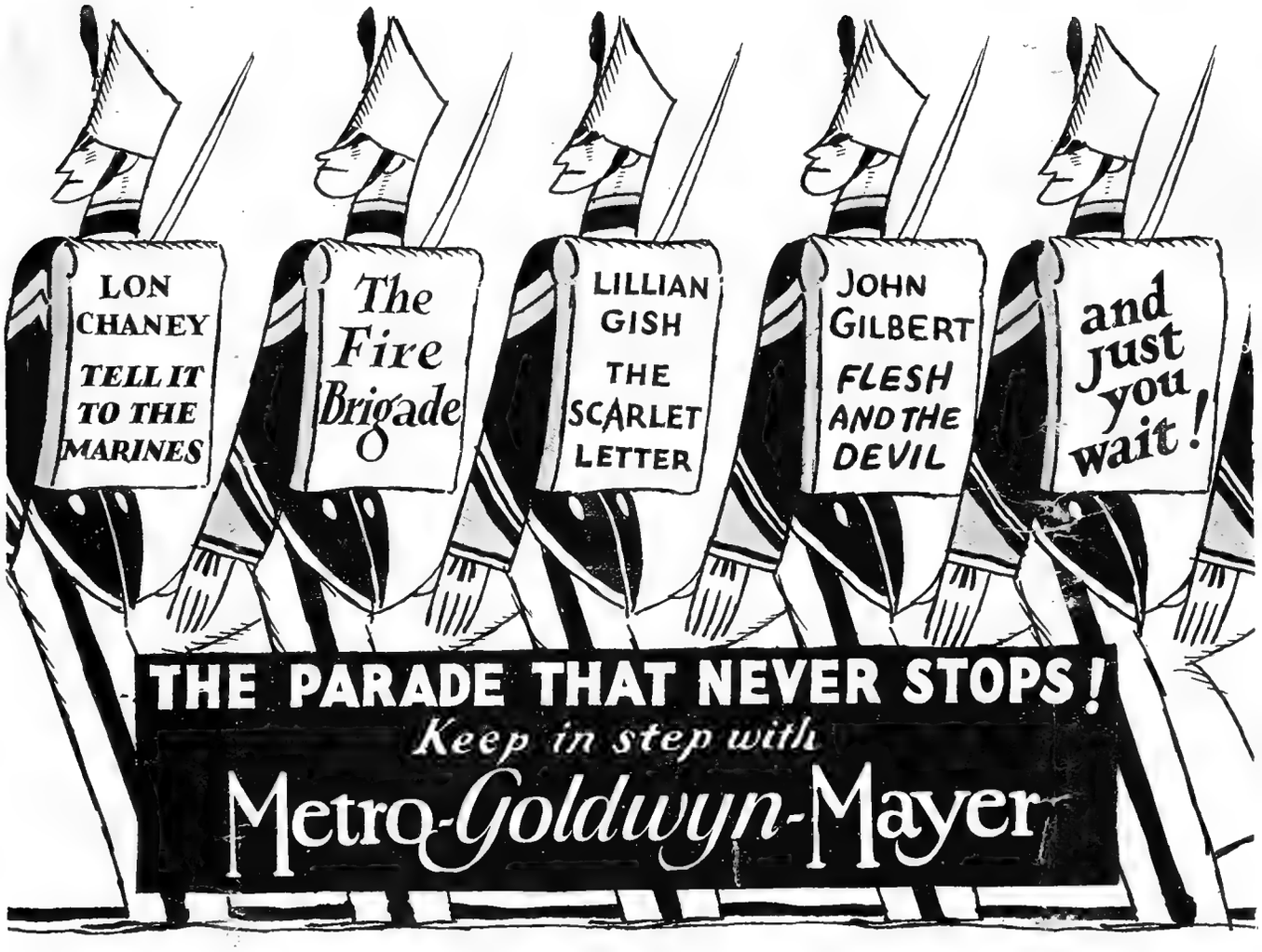
CANADIAN MOVING PICTURE DIGEST

Vol. 18, No. 41. TORONTO 2, CANADA February 12th, 1927

FEB 19 '27



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4th WEEK!

JOHN GILBERT

Flesh and the Devil

with Greta Garbo

Directed by CLARENCE BROWN

CAPITOL THEATRE

New York

The World's Biggest Theatre

THE sensational news of the year!
ONE would think that
M-G-M had done enough to be proud of—
WHAT with THE BIG PARADE breaking all
LEGIT HOUSE record runs,
BEN HUR one solid year on Broadway and on tour
THE FIRE BRIGADE's sensational success
TELL IT TO THE MARINES' glorious accomplishment
BUT NO—that wasn't enough

THINK OF IT—

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Every Man in Show Business takes his hat off to

METRO-GOLDWYN-MAYER

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Coming from Paramount

Never were the BIG HITS streaming so thick and fast from PARAMOUNT'S high powered studios, East and West!

Road shows? PARAMOUNT leads by a mile! "WINGS" and "THE WEDDING MARCH" will soon line up on Broadway with "BEAU GESTE" and "OLD IRONSIDES."

BEBE DANIELS is frisking in another oo-la-la French comedy, "A KISS IN A TAXI."

"FASHIONS FOR WOMEN" starring Esther Ralston, is your Easter present—and how!

Expect your best THOMAS MEIGHAN in months in "BLIND ALLEYS" (working title).

ADOLPHE MENJOU in "EVENING CLOTHES" will set the ladies a-whisper.

The Golden Flood of 1927

Paramount Pictures

Will Swamp All Box-Office Records!

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More from Paramount

Another roaring comedy triumph from Wallace Beery—"CASEY AT THE BAT"—is all set to break the records of "WE'RE IN THE NAVY NOW."

And glamorous, golden GILDA GRAY in "CABARET" has the whole Long Island studio hanging breathlessly on the ropes!

More PARAMOUNT road shows! "THE ROUGH RIDERS" will hit Broadway like a cyclone in February. Kid Boots EDDIE CANTOR in "SPECIAL DELIVERY" is a sample of the regular April releases!

RICHARD DIX has started "KNOCKOUT REILLY." And "THE QUARTERBACK" was just a hint of what Richard can do in an athletic story.

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Canadian Moving Picture DIGEST

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RAY LEWIS
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"The Moral Thereof"

THE DEVELOPMENT of the Motion Picture as a substantial moral, educative, as well as a recreational force is largely embodied in the liberty which shall be permitted it to best express itself.

In the early days of Motion Pictures, before it was purged of that element which saw only the commercial side, in those days when production was circumscribed by finance and ambition, curtailed in vision, in those days when the presentation was crude and resembled the barnstorming period of the drama, a Censor Board was deemed a necessity to guard the screen against falling into the trap which a few might set for it.

RAY LEWIS

During the years of the Screen's forward march, the expansion of its power, the growth of its world dominion, the Censor Board has remained as an institution; and should the public still feel that this guardian of the screen is still necessary, the Industry obeys the mandate of the public, but with this one proviso, that the Screen shall be permitted to behave as a grown-up child, that the liberty shall be given to it on the same basis as the freedom which is given to the other arts. That the child's relationship to the screen shall be the same relationship as that which exists between the other arts and children, that the screen shall be permitted to appeal through the desires of its producers to that patronage which it desires; and that the screen shall not be obliged to follow a "straight and narrow pattern" without any liberty of versatility.

We have painters who follow the nude, others who paint marines, others whose medium is portraiture, others landscape. Shall the nudes be eliminated because they might provoke desires, or may not appeal to that patronage which has a liking for landscapes only?

The same situation presents itself in the realm of the drama. There is the musical comedy, the melodrama, the smart society satire, the problem play, Ibsen, Bernard Shaw, Barrie, Stallings, Eugene O'Neil, Anne Nichols, and an almost limitless host of others. Shall those who admire Barrie's "Dear Brutus," or "Peter Pan" arrange for the banning of "Ghosts," or "What Price Glory?" Shall those who found in "Emperor Jones," the quintessence of tragedy, ban "Abie's Irish Rose" as a moron?

The analogy could be carried out through the realms of literature and the other arts.

The world has been created with a variety of races and among these races a variety of tastes. Each has its place in the order of the world. Each serves its purpose. If a lesson cannot be taught through one parable, the same lesson may be taught by using a different medium. The important angle is that the lesson shall be taught.

A very noted example of picture censorship is before me in the case of "Variety." I find no fault with the judgment of the Censor Board here in Ontario. The picture remained a big picture, mightily interesting despite its "cuts," but what the Censor Board did to that picture according to my vision was to actually defeat the object which they set out to do. Instead of purging the picture of its alleged iniquity, its possible bad influence, the Board killed its morality and weakened its lesson considerably.

In the original version, the showman, as played by Jannings, is married. His wife and he run a little side-show. There is a child. The man is mad about the child; and through this great love has failed to see how drab the wife has grown. A little stowaway, as played by Lya de Putti, is brought to him, her mother died, the sailors bring him to this showman because he has a reputation for befriending homeless ones. The girl is thrown into the society of sailors, of not too high a grade, humans who are very close to the level of beasts, she dances sensuously for them, she witnesses their response of passion. The showman, eminently superior, is a god to her. She develops a passion for him. No one is there to teach her that in loving there is an evil, that she is committing a wrong to trespass upon territory which has already been legalized as another's through marriage.

The showman treats her as a child, is unconscious of her physically, until for her protection he is called upon to shield her from the desires of other men.

Primitive instincts, primitive people following the laws of desire. The wife and child are abandoned and the life with the dancer begins.

Previous to this transgression one is shown that he is a prisoner, that the appeal of the wife has at length secured his pardon; and through this introduction one already knows he has paid for whatever transgression he has committed.

The picture then shows that this dancer falls under the influence of a younger man, that although she is an unwilling victim, she enters readily afterwards into the betrayal.

The showman kills the betrayer in a duel of knives and abandons the dancer, giving himself up to the law for punishment; and emerges out of prison a broken man, who, however, has a wife and child waiting for him.

(Continued on Page 13)

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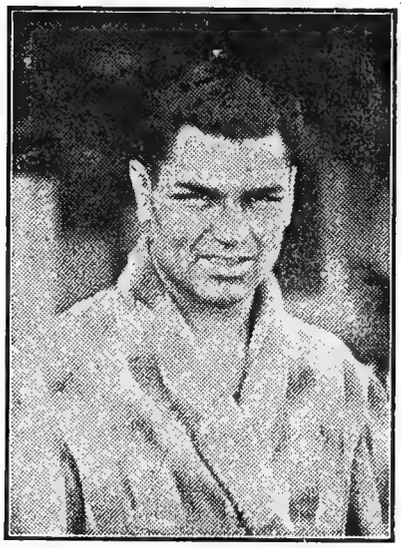
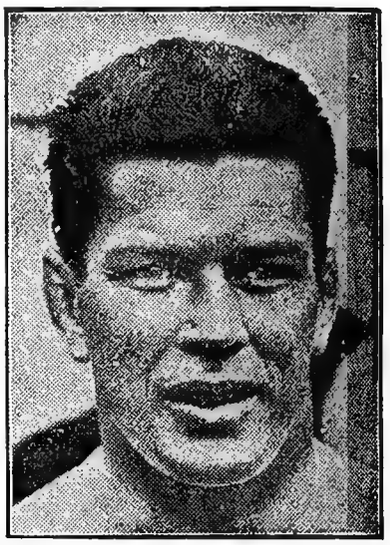


Jack Dempsey

Saskatchewan Exhibitors Attention!



Gene Tunney

Dempsey - Tunney

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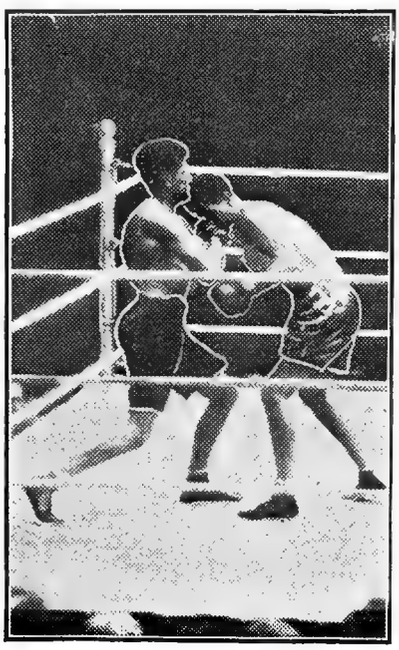

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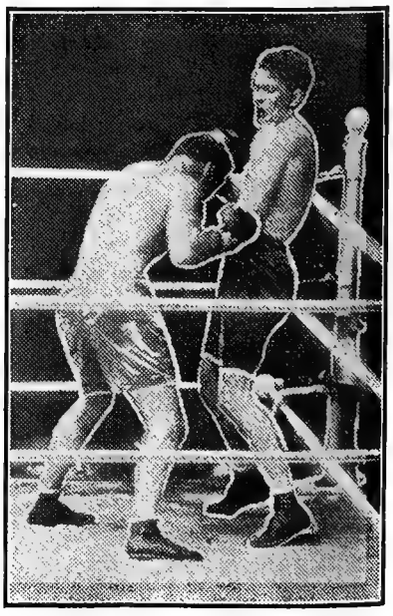

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"The King of Kings"

(TO CECIL DE MILLE IN APPRECIATION OF HIS PRODUCTION OF THE LIFE OF CHRIST.)

They made a picture of The Christ
To bring Him to the Hearts of Men,
They made a picture of The Christ
That men may know His Like again.

They tell the story of the flight
From that dark land which sought His Death,
The Holy Ghost's Transcendent Light,
How Rabbis hung upon His Breath

That breathed forth words of mercy wise.
This Son of Mary, yet a lad,
With Face Uplifted to the skies
In simple raiment was He Clad.

They tell His Message in this story,
His Praise of God, His Love of man,
His Death and His Ascension's Glory,
The shortened years of His Life-Span.

The simple paths His Feet pursued,
His Father's Business was His Will,
The hope in hopeless hearts renewed,
The stormy seas His Voice made still.

They picture Him a Man 'mong men,
A Man as God Ordains His Kind,
The Christ in flesh, a God when
We attune the spirit to His Mind.

Along the Galilean Sea,
In Valleys, or upon the Mount,
Before Pilate, Gethsemane,
They show Him as the Living Fount.

And all the gorgeous panoply,
The Roman pomp and circumstance,
The Serpent of Idolatry,
Behold the pity of His Glance.

The straight and narrow path is shown,
Each "Tittle of the Law" upheld,
How hair-splitting our God Had Grown,
'Til He made God all Love Impelled.

"The King of Kings," Mary the Queen,
A Motion Picture of His Story,
Despised of men this self-same screen
Upon the Cross attains its glory.

—RAY LEWIS.

PERFORMING RIGHT SOCIETY ASK FOR INJUNCTION

Marcus Loew Theatres Limited Involved

The Performing Right Society Limited of Canada, has asked for an injunction restraining the Marcus Loew Theatres, Limited, and their representatives from performing in public without consent of plaintiff any musical work or part thereof, the copyright of which is owned by The Performing Right Society Limited.

The writ refers in particular to Massenet's "Elegie" and asks damages for alleged infringement.

No decision has yet been given in the case against the Famous-Players Canadian Corp.

The Toronto Daily Star is also involved in a suit through its Radio department.

BRITISH EMPIRE FILMS AUTHORIZED CAPITAL $50,000

Head Office Reported to be in St. John

Robert J. Romney, of St. John, Richard G. Magee of East St. John, and James M. Anderson of St. John, have been incorporated as The British Empire Films of Canada, Ltd., according to an item in the Royal Gazette published recently. The new company will have an authorized capital stock of $50,000. The company's head office is in St. John. They have been incorporated for the purpose of producing and distributing motion picture films in Canada.

These are all well known St. John men and the new company will be wished a great measure of success by their many friends.

Robert Kane's Navy Epic Includes "Battle of Jutland"

With the final assembling of several spectacular scenes of the Battle of Jutland, including the sinking of a part of the German fleet, Robert Kane's epic of the Navy is at last ready for preview. The special was four months in the making.

The last titles are being written by Louis Sherwin while Paul Maschke, film editor, and Joe Boyle, who directed, out in the sea fight, which is to be the highlight of the war story.

The pictures of the actual marine battle were borrowed from the German and British Navy Departments, while the United States Navy Department co-operated in the production of the picture by lending several reels of the American battle squadron in action during the war, from which were taken many thrilling scenes.

Dorothy Mackaill, Lowell Sherman, Lawrence Gray, William Collier, Jr., Ian Keith, Jack Ackroyd, Ione Holmes, Gail Kane, Vincent Serrano and Eddie Gribbon head the cast.

"Conroy," based on John Tainter Foote's short story, "The Song of the Dragon," will be the first special release by First National in 1927.

JOSEPH P. KENNEDY TO LECTURE AT HARVARD

Joseph P. Kennedy, President of F. B. O., will deliver the first of a series of lectures on Motion Pictures, to be given at Harvard, when the course in Motion Pictures is to be introduced. Mr. Will Hays, Adolphe Zukor, Louis Mayer, H. M. Warner and the other big men of our Industry are also scheduled for a lecture.

CENSOR BOARDS DIFFER IN PASSING "VARIETY"

Not a little comment has been aroused as a result of an announcement by Manager Ray Tubman of the Regent Theatre, Ottawa, in which he made an indirect comparison of the Censor Boards in the Provinces of Quebec and Ontario. The notice, published February 5, pointed out that the "Variety" which was being presented at the Regent for the following week should not be confused with the "Variety" which was shown at a theatre in Hull, Quebec, across the river from Ottawa, because the one print had been censored by the Quebec Board of Moving Picture Censors while the print at the Regent had been passed by the Ontario Board of Moving Picture Censors. The inference was that there was quite a difference in the two results.

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FEBRUARY will have 28 Saturdays

Week-end business *everyday* in the week for the Lucky Showmen *that get*

FIRST NATIONAL'S BIG
COLLEEN MOORE in ORCHIDS and ERMINE
HARRY LANGDON in LONG PANTS
CONVOY [Special] with DOROTHY MACKAILL and LOWELL SHERMAN
EASY PICKINGS with ANNA Q. NILSSON
AN AFFAIR OF THE FOLLIES with LEWIS STONE & BILLIE DOVE LLOYD HUGHES
FOR FEBRUARY
to the bank
"FIRST NATIONAL FIRST"
First National Pictures

Member of Motion Picture Producers and Distributors of America, Inc.—Will Hays, President

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2 Reasons why

The Idol of Millions

BABE RUTH

signed to appear in Gerald Beaumont's Saturday Evening Post story "Said With Soap" titled for the screen

"BABE COMES HOME"

Released about the opening of the baseball season.

ROBERT KANE'S

"CONVOY"

showing the actual scenes of the sinking of the German fleet at the Battle of Jutland as photographed by the British and German Navy Departments.

10 Star Cast Headed by

DOROTHY MACKAILL - LOWELL SHERMAN

Ready for release.

FIRST NATIONAL *IS* FIRST

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TORONTO THEATRES

REGENT — "Don Juan," with John Barrymore—Warner. John Barrymore, as the great lover, will not find a more glamourous or histrionic setting. The production is magnificently mounted; and the Warners have certainly made it easy for Barrymore to make love, which he does upon every occasion. For instance there is the virginal beauty of Mary Astor as "Adriana," the best beloved, Estelle Taylor who looks ravishing enough to woo, as "Lucretia Borgia;" and who does a bit of work equal to her looks. Myrna Loy, as "Marie," maid to Lucretia," is another good looker, as is also the little torch-lighter whose charms outrival her mistress in the desires of "Don Juan." There is Phyllis Haver as "Imperia" and Hedda Hopper as the "Marquise Rinaldo," both competitors in the race for "Don Juan's" heart; and both enticing enough to win favour. Jane Winton as "Beatrice," might be easily tempted, so lovely are her charms. She does some splendid work in the introductory scenes as the unfaithful wife of "Jose." June Marlowe as "Trusia," another beloved, was very "hugable;" and Helene D'Algy was also a triking type and did a bit of effective work as the murderess of "Jose." "Jose," father of "Don Juan," by John Barrymore, made an impressive picture; and here Barrymore is at his best. Willard Louis as "Pedrillo" gives a real Falstaffian characterization. John Roche is equally good as Beatrice's lover, "Leondro." Joseph Swickard as the father of "Adriana" does good work. Don Juan at the age of five, as played by Yvonne Day, was adorable. Again at ten, the juvenile Don Juan as played by Phillipe de Lacy, proved the youngster a fine little artist. Warner Oland as "Caesare Borgia," presented an outstanding characterization. He looked the part and his excellent poise and restraint showed the cruelty and lust of power the name of Borgia conjures up. Montagu Love as "Donati," made a most agreeable villian, rival for the love of "Adriana." Such a cast of artists helped considerably to colour this picture with atmosphere and surround the character of "Don Juan" with interest. Adult food, a bit poisonous as one might expect from the theme in the time of the Borgias, but certainly most interesting; and most lavishingly produced. Alan Crossland director.

UPTOWN — "Flesh and the Devil," with John Gilbert and Greta Garbo —Metro-Goldwyn-Mayer. Class B plus. Is a magnificent interpretation of the struggle between the spirit and the flesh, modernized and interpreted so that "He who runs may read." Greta, symbolical of the flesh, looks almost like a feminine Satan. "Flesh and the Devil," not that she looks "like the devil," but the peculiar line of the eyebrows, the contour of her face, the slant of the eyes and the world-wise expression make her face satanically beautiful. Greta is a distinct type of beauty on our screen; and she can act, which makes her a most desirable asset. John Gilbert as "Leo," lover of "Felicitas," played by Greta, does good work, but the work of Lars Hanson as "Ulrich," is magnificent. What an artist this man is; and what a type! God bless his country for sending us some real personalities, both as players and directors. George Fawcett as the "pastor," is such a dependable artist, give him a bit to do; and he makes it a big hit. I only know of one other dean of the screen as well beloved as he is. Barbara Kent, as "Hertha," did some good work and it was no stretch of imagination to see her as the child. She is petite and has a ravishing profile. Splendid ability also. The direction by Clarence Brown was a distinct success. The death of "Felicitas" was so unexpected and so tragic, that it contained the very elements of a poignant tragedy. The European atmosphere was excellent; and since this is perhaps the first time since the war that the screen has presented German titles and atmosphere, away from the war element, and in a friendly spirit, this picture should attract in addition to a regular patronage, a German element, and should do a great deal towards the establishment of a pre-war German status. Here we have the Germans as many of us knew them, the spirit which built up their popularity before the God of War blew his devastating breath upon the peoples of the world. The story deals with an unfaithful wife; and the wages of her sin, is death. It is an adaptation of Sudermann's powerful drama, "The Undying Past," and is a distinct relief from some of the regular story diet.

PANTAGES — "New York," with Ricardo Cortez, Lois Wilson and Estelle Taylor and al all-star cast—Paramount. Class B. A melodrama of the city of New York with all its thrills.

LOEW'S — "Winners of the Wilderness," with Tim McCoy — Metro-Goldwyn-Mayer. Class B plus. Tim McCoy registers as an Irish officer in a historical picture which should prove a treat to young and old. Here is a picture to which I say "take your children." There is a French girl who considerably helps the interest. The story deals with Washington, Braddock and those English and French generals, the Indian forces who were all involved in fighting episodes leading up to the American Revolution. The title does not nearly suggest the fascination of this film.

TIVOLI — "Pardise For Two," with Richard Dix and Betty Bronson—Paramount. Class B. Dix does excellent work, perhaps an outstanding bit of good work in this particular picture, but it may be that the work of this artist keeps gradually becoming more and more artistic. The humourous angle of marriage furnishes plenty of comedy and gives the two stars some very amusing as well as delightful scenes of which they take full advantage.

Neighborhood Theatres

PALACE — "The Canadian," with Thomas Meighan—Paramount. A purely Canadian picture, well acted and well produced. Class A. "The Blonde Saint," with Lewis Stone and Doris Kenyon—First National. Class B. Entertaining.

ST. CLAIR — "Tin Hats," with Conrad Nagel and Claire Windsor — Good attraction, splendid work by leads and supporting cast. Class B. "God Gave Me Twenty Cents," with Lois Moran—Paramount. The picture that opened the Paramount Theatre, New York. This will give you an idea of what its producers thought of it.

BEACH — "Take It From Me," with Reginald Denny — Universal. Good entertainment. Class B. "The Eagle of the Sea," with Ricardo Cortez—Paramount. Ricardo as a pirate in a colorful picture with a bit of the "Sea Hawk" about it. Class B.

COLLEGE — "The Flaming Forest" with Antonio Moreno and Renee Adoree — Metro-Goldwyn-Mayer. A good picture, of real value to

(Continued on Page 13)

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THE MORAL THEREOF

(Continued from Page 7)

As the picture was "cut" for presentation in Ontario, the picture started with the showman linked up with the dancer, who presumably was his wife. It eliminated the scene which showed the forced betrayal of the dancer. What followed certainly would not give the showman any excuse to commit a murder, for the picture only revealed what one might reasonably conclude was a bit of indiscretion upon the part of the dancer and her accomplice.

The murder of the acrobat, without showing the scenes where the showman gives him a chance to fight for his life, certainly takes the sympathy away from the showman.

The motive for the murder was all the more justifiable when one saw in the original version that the showman had given up his wife and child for the dancer, that he had taken her in when she was friendless and homeless. The moral which the original version contained as shown in the punishment following the abandonment of the wife and child, was a much more impressive one than the moral which the Censor Board left in the Ontario version.

The finish of the picture in the original one shows that despite the wife's desertion, despite the murder which he committed because of his infatuation for another woman, she, the wife for years and years, fought for his pardon; and awaited with their child his release.

The Ontario censored version turns him out of prison, a lonely, broken, old man.

I have here only dealt with the moral angle of "Variety," without taking into consideration the flashes of glorious art which had to be eliminated through the censored version.

In no other part of the picture do we get such an insight into the character of the showman, such an inner vision of the complications in life, such a revelation as to how tragedies occur; and how tolerant we should be in our criticism of them as we do in the early scenes of the original "Variety."

As for the work of the wife, it was a most telling bit and all "cut out." Jannings' work and Lya de Putti's, such a chance as we had to see acting seldom equalled upon the screen, all "cut out."

Why? I can only conclude that the Censor Board would not permit the showman to run away from his wife; and subsequently live with a woman to whom he was not married; and in making the picture conventionally proper, they destroyed a god-like moral.

Herein mainly is the danger of the liberty which the Censor Board is permitted to exercise by those who urge it on to do its duty. If the Censor Board will but see the "end" and not the "means" to the end, the public who patronize Motion Pictures, the critics who criticize will, in truth, discover that Motion Pictures has grown a moral, educational, and recreational power. Give it its feet and its wings, give it a chance to make good.

Ray Lewis

TORONTO THEATRES

(Continued from Page 12)

your box-office, because of its Canadian historical appeal. Moreno excellent, and Renee as usual her delightful self. Class A. "The "The Strong Man," with Harry Langdon—First National. A side-splitting comedy, that keeps you laughing from start to finish. Harry Langdon is a riot. Class B plus.

CAPITOL — "Take It From Me," with Reginald Denny — Universal. "The Silent Lover," with Milton Sills—First National. A thrilling story of the silent desert. Sills' fans will vote it great. Class B.

ALHAMBRA — "The Nervous Wreck," with Harrison Ford, and Phyllis Haver—Regal. A hilarious comedy, that is a sure box-office draw. Class B plus. "Summer Bachelors," with Madge Bellamy—Fox. Class B plus. A snappy, spicey story, that is real breezy, and good for all seasons, despite the fact it is a "summer" story. Madge Bellamy is a perfect type of flapper.

OAKWOOD — "Take It From Me," with Reginald Denny — Universal. "The Return of Peter Grimm" with Alec B. Francis—Fox. A splendid feature, well produced, and powerfully acted. Class B plus.

BEDFORD—"While London Sleeps" with Rin-Tin-Tin—Warner. Here's where this wonder dog gets a chance to show what he can do, and he does it. Class B plus. "The Blonde Saint," with Lewis Stone — First National.

BLOOR—"The White Black Sheep," with Richard Barthelmess — First National. Dick in a role that suits him perfectly. A good evening's entertainment. Class B plus. "The Lady in Ermine," with Corinne Griffith—First National. Corinne as beautiful as ever, and she looks like a "queen." Class B.

Ray Presents

THE ERA of the motion picture towards its great Service begins religiously in the presentation of Cecil B. DeMille's sublime theme, "The King of Kings" which resurrects The Symbol of Love in The Person of Jesus, The Christ.

* * *

Next we have Carl Laemmle offering $5,000 *in prizes to be known as the "Laemmle Award," yearly to any one helping the progress of the screen, through its story, direction, presentation or technical angle.*

* * *

AND now the establishment of the Huge Medical Library in Films at Rochester, under the promotion and co-operation of George Eastman, where Dr. Charles H. Mayo, the Wizard of Surgery has promised that operations performed by him will be filmed in colour for the benefit of students of medicine, which means the benefit of humanity.

* * *

Saskatchewan exhibitors have won their battle for a repeal of a law prohibiting the exhibition of Fight Films.

The Bill passed its third reading which is final. Section three of Bill 23 covers the amendment. The line, "and no film or slide depicting a prize fight shall be shown at any time."

The amendments to The Theatres and Cinematographs Act are as follows: Section 15 is repealed and the following substituted—"The censor or censors may require any person to submit for approval or rejection any posters, lithographs, or other advertisements depicting scenes from, and intended to be used or displayed in connection with, a film or slide to be exhibited within Saskatchewan, and may in his or their discretion prohibit the further use or display of any posters, lithographs or advertisements until satisfied that the same are fit for public exhibition."

Section 19 is amended by striking out all the words after "provincial secretary" in the third and fourth lines.

This removes the Fight Films objection. Canadian Educational have ten prints in that territory of their sensational success, the world's heavyweight championship Denmpsey-Tunney Fight Film in four reels, which was heralded as better than a front seat in the first row at the real fight.

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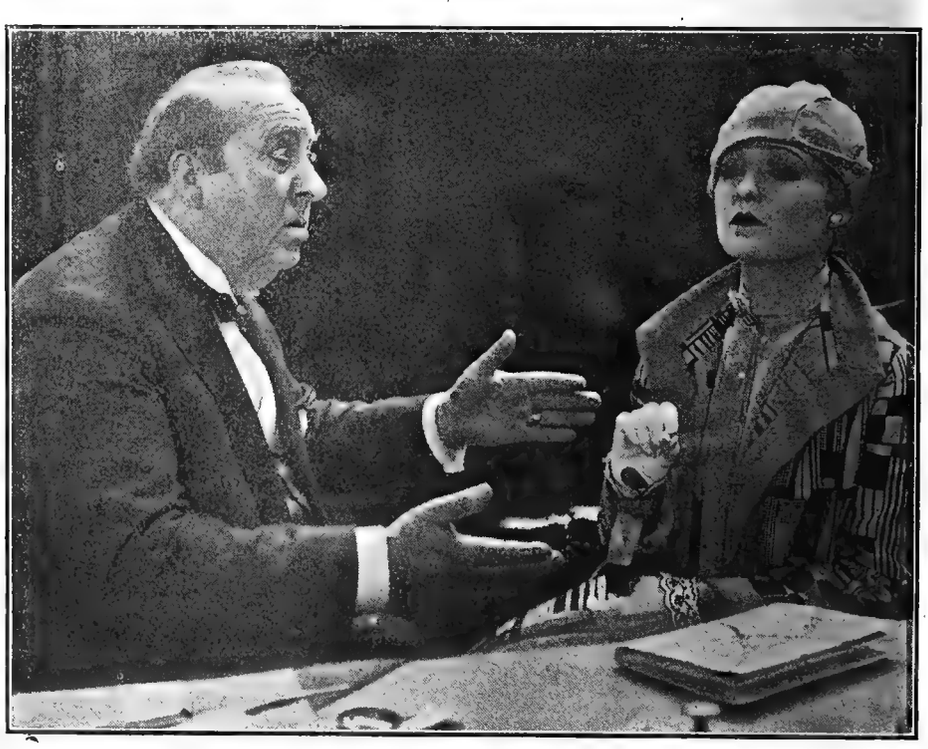
Round About the Studios

Silver King, Fred Thomson's famous horse, has been made Honorary Boy Scout in token of his great work in "A Regular Scout" for F. B. O. The Boy Scouts of America through Assistant Scout Executive, Fred L. Letten, conferred upon "Silver King" the degree of honorary membership. The presentation of the diploma certifying this degree and making it official was conducted in the presence of a picked troop of Boy Scouts in Silver's Los Angeles home. It is said that this honor has never been conferred on any animal before.

Percy Marmont will be seen in "Sorrell and Son," for Paramount.

After witnessing the splendid acting of Dolores Costello in "The Third Degree," movie fans are anxiously awaiting "A Million Bid," in which Miss Costello will again prove herself to be an actress of distinction. Both are Warner productions.



Laura La Plante in Universal's splendid feature, "Her Big Night."

Leon Errol in "The Lunatic at Large" has scored a win, in the opinion of First National Pictures officials who previewed the latest effort of the comedy star the other day at the Embassy Theatre, Rochestor, New York.

Dorothy Mackaill appears opposite Errol in this new picture. Others in the cast include Kenneth MacKenna, Jack Raymond, Warren Cook, Tom Blake and Charles Slattery.

A picturesque scene from P. D. C.'s "The Last Frontier," starring Marguerite de La Motte and William Boyd.

Chadwick Pictures Corporation announces that its production of the Langdon McCormack stage play, "Romance of an Actress," will be released under its original title, and not "Life of an Actress," as previously announced. Barbara Bedford, who recently completed "Sunshine of Paradise Alley," the Denman Thompson play, for the same company, will play the leading role in the McCormack drama. Jack Nelson, who directed the previous Bedford production, is directing "Romance of an Actress," under the personal supervision of Jesse J. Goldburg. Released in Canada through Canadian Educational Films, Limited.

"Lily of the Laundry" will be the title of a picture featuring Anna Q. Nilsson and which will be released by First National during the summer.

"Homestruck" featuring Viola Dana, a story of stage life, booked for a first run at the Metropolitan Theatre, Atlanta, one of the finest theatres in the South, was directed by Ralph Ince and has in the supporting cast Alan Brooks, Tom Gallery and Nigel Barrie. It is an F. B. O. production.

Leatrice Joy, after several weeks vacation following "Nobody's Widow," starts soon at the De Mille Studio in the starring role of "Vanity," which Donald Crisp is to direct.

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Betty Compson, star of Columbia's feature, "The Belle of Broadway," released in Canada through Independent Films Limited.

Theatre Decoration

is next in importance to good pictures. You will get "bigger houses" if the public find in your Theatre that harmonious atmosphere of restfulness necessary for complete relaxation. Entrust the decoration of your Theatre to

J. O. DOUGALL

Theatre Decorating Specialist

292 Borden St.—TRinity 3794—Toronto

Imperial Ottawa Presents "The Kewpie Wedding"

Manager James Moxley of the Imperial Theatre presented a juvenile pantomine, "The Kewpie Wedding," with 30 performers, as a special added feature for "Marriage License" presented during the first week in February. The stage feature was produced by Prof. F. H. Sinclair, an Ottawa ballet master.

New Theatre Charlottetown F. G. Spencer Co.

A new motion picture theatre will be erected for the F. G. Spencer Amusement Company at Charlottetown, P. E. I. This theatre will be built at the corner of Great George and Grafton Streets with the main entrance on the corner. It is expected that the building will be completed in September next. Plans call for a building of La Prairie brick fifty-one feet wide and eighty-seven feet long, with two exits. It will have a seating capacity of nearly six hundred. The contract has been awarded to Robert A. Corbett of St. John. The designer was H. S. Brenan, St. John.

MARITIME FILM BOARD HOLD ANNUAL, ROYAL HOTEL

A dinner was held recently in the Royal Hotel, St. John, by member of the Maritime Film Board of Trade at which the annual report was read. As well as members, there were present cashiers and bookers from every exchange. After the business of the evening which was the reading of the annual report and discussion thereon, a delightful time was spent in dancing and music.

Firemen Enjoy Shows At Cobalt Theatres

The firemen of Cobalt, Ontario, are having a wonderful time these days. As a result of the decision of the local authorities, there is a uniformed fireman at every performance at each of the two Cobalt theatres. The firefighters are not missing a show.

FOR SALE EARLY DELIVERY

THEATRE CHAIRS
600 Upholstered
200 Plain Wood
ALL SORTS OF SCENERIES AND CURTAINS
ELECTRIC FIXTURES
ELECTRIC TICKET SELLING (automatic) MACHINE
BRASS RAILINGS
STAGE ILLUMINATION
PORTIERS & DRAPES

Box 11 - Digest

Buster Keaton in "Battling Butler," Metro-Goldwyn-Mayer's box-office tonic.

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Press Praises "Safety-First" Policy

Editorial Suggestions Issue of Jan. 15th Digest, Carried Out By J. J. Gaudet.

The following article appeared in one of the papers at Summerside, Prince Edward Island, headed "Splended 'Safety-First' Device For Theatres."

The suggestion our readers will recall appeared in the Jan. 15th issue of The Digest, in our editorial, "Suffer Little Children."

Mr. J. J. Gaudet, proprietor of the Capital, in following out the suggestions of a "Safety-First" policy wins the confidence of his patrons and the approbation of the press. The newspaper comment is as follows:

"The Capitol Theatre, Summerside, has the unique honor of being the first moving picture house to inaugurate what appeals to us as the most practical 'Safety-First' idea yet conceived. At the conclusion of the 'Seeing Canada' entertainment on Tuesday afternoon, at which the theatre was filled to capacity (over 700 people, nearly all children) the time occupied in emptying the house was taken, quite unknown to the children. The orderly, leisurely and complete exit of these 700 people to the street was made in one minute and thirty-five seconds. The two emergency exits on each side and via the stage were not used. If they had been used the theatre would easily have emptied in one minute. On Thursday night Mr. Gaudet had flashed on the screen the following:—'This theatre when filled to capacity can be emptied in one minute. In case of any emergency, even a cry of 'Fire!' patrons please keep calm and walk out quietly and orderly.' This important notice is now being flashed on the screen as a prologue to every performance. The idea is, and it is a very practical one, that by this simple means patrons of the theatre will become so familiar with and so impressed by the fact and feeling of security that in any case of emergency that may some day arise, even an alarm of fire, false or otherwise, it would create no panic and everyone would act calmly and sensibly. The idea appears to us so sensible and so good that, originated here in Summerside, it should be adopted by every theatre in the Dominion. In fact we would go so far as to advocate that either Federal or Provincial legislation should be passed to that effect."

Mr. Wallace A. Sault was in Montreal recently to attend the premiere of "Michael Strogoff."

AUDITORIUM THEATRE CO. TO REBUILD THEATRE AT QUEBEC

Present Theatre Closed Until Middle of August.

Plans have been completed for the additions to be erected to enlarge the present Auditorium Theatre to a seating capacity of almost double its present seating capacity at Quebec.

In conjunction with the Keith Albee Vaudeville Exchange of New York, the Auditorium management expects to have one of the finest theatres in Eastern Canada. The plans are now ready and in the hands of Mr. Hel. Laberge of Quebec City with Thos. W. Lamb of New York as consulting architect.

The plans call for an entire fire proof building of steel and concrete and to be built to the approval of the most recent building laws. There will be a large mezzanine floor with rest rooms for ladies and gentlemen also cloak rooms and promenade. There will be only one balcony with comfortable loges in the front of same.

There will also be installed one of the newest type pipe organs as used in the larger theatre of U. S. and Canada.

At a directors' meeting recently, the directors decided that in order to be assured of opening early next Fall it will be advisable to close the present theatre early in March as there are many additions to be made to the present building.

The new Auditorium Theatre will be under the same management and directors as at present.

Mavety Film Delivery Service

Delivery of Films to and from Theatre--

For Shipment

We also handle for Delivery Theatrical Effects and Accessories

All on Schedule Time

58 Edward St. - Toronto, Ont.

Telephone Main 1881

"Beau Geste" Plays Imperial, Ottawa

"Beau Geste" played the Imperial Theatre, Ottawa, Ontario, as a road feature twice daily at special prices during the week starting February 5 under the direction of Manager J. T. Moxley. This arrangement was a break in the regular policy of the Imperial but the picture took well with extensive advertising.

Mr. & Mrs. F. G. Spencer Leave For States

Mr. and Mrs. F. G. Spencer of St. John have left for a three months' trip to the Southern States.

PROTECTION—PLUS

CELCO PANIC BOLTS FOR THEATRE DOORS

The Celco Panic Bolt has the approval and endorsement of the Ontario Theatre Inspection Department. It is made in our shops, is very substantial, fool proof, everlasting, and absolutely positive in action. Vertical rods and main cross rod are cold rolled half-inch steel. Outer working bar is ⅞-brass tubing. Castings are heavy brass. Finish, baked on black enamel and polished nickel plate. Complete with screws and all necessary hardware.

For Single Doors - $12.00 For Double Doors - $16.00

FIRE EXTINGUISHERS

Pyrene, one quart, pump action with hanger - - - $14.00
Guardene, 2½ gal. Soda and Acid, upturn action with hanger - 18.00

THE COLEMAN ELECTRIC CO. - 258 Victoria Street, Toronto

"Courtesy With Service"

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First National Stages To Cost $200,000

Richard A. Rowland on Tour of Inspection Authorizes Two New Stages at Burbank.

Richard A. Rowland, president of First National Productions Corporations now in Burbank, Cal., for his regular inspection of the huge studios and the First National production program, to-day authorized the immediate erection of two additional stages to cost in excess of $200,000.00.

"The franchise holders and executive heads of this Corporation and of First National Pictures," he said, "are so enthusiastic over the product which has been made to date at the new Burbank plant, and so optimistic because of the results achieved by the sales force selling that product to the exhibitors of the world, that an even more elaborate production schedule than had been anticipated is now possible. There are already four tremendous stage structures on our lot and we had not planned to build the fifth and sixth stages until the Fall of 1927, but the response of the Industry to First National's product justifies the expansion of our building program at this date, eight months before we had originally planned.

"We are elated over the remarkable way in which John McCormick, general manager of West Coast production, and M. C. Levee, our general executive manager, have built up a spirit of team-work and an enthusiasm among the studio personnel which has resulted in these fine pictures they have made."

TORONTO AND HAMILTON LODGES HOLD MEETING

The Toronto and Hamilton lodges of the Theatrical Mutual Association held a joint meeting recently at Hamilton, for the installation of officers. Following the ceremony, dinner was served. Dan Pearce and Charles Leake, past grand presidents, William Hayes, district grand president of Toronto and Percy Timmins were present.

The president-elect of both lodges and fellow officers were installed by Dan Pearce and Charles Leake.

Another Theatre Robbery

The Laurier Theatre, Hull, Quebec, was robbed of $219 on January 26 when someone grabbed a pile of bills through the wicket of the box office while the lady cashier was absent for a moment. Donat Paquin, proprietor, has offered a reward.

KATHRYN McGUIRE
is the young woman appearing opposite Lupino Lane in his comedies released by Educational. She could double for Florence Vidor.

Ernie Marks, Alderman Ward 2, Oshawa

Ernie Marks, who headed the poll in Ward 2, Oshawa, for Alderman, is none other than the Ernie Marks of the Marks Bros. repertoire fame. The companies of these brothers toured through Canada playing a repertoire of plays in the days when motion pictures were only peeping over the horizon. Mr. Marks is the owner of a motion picture theatre in Oshawa.

The Family, Aylmer Now Being Constructed

Work has started on the erection of the new moving picture theatre in Aylmer, Quebec, the Family, which is to replace the old playhouse destroyed by fire recently. The new structure is being erected on the site of the old Holt's Hotel on the main street by H. and A. Lavigne. It will be a fireproof structure and will have a seating capacity of 500.

Duncan A. Dobie

Duncan A. Dobie, who formerly lived at Glencoe, Ont., is associated with Major Schuler of New York, it is reported in the purchase of a group of motion picture magazines which has heretofore been controlled by Eugene V. Brewster.

Approximately $500 was raised at a benefit concert in the Regent Theatre, Ottawa, Ontario, to assist an unfortunate local family which had suffered recent severe losses. The theatre was loaned for the occasion by Manager Ray Tubman and the programme was arranged by Orville Johnston, director of the orchestra. Mayor Balharrie was master of ceremonies for the concert.

"Flesh and Devil" Comes To Uptown

Metro-Goldwyn-Mayer's Startling Success This Week In Toronto.

"Flesh and The Devil," Metro-Goldwyn-Mayer's startling successful production, with John Gilbert and Greta Garbo, directed by Clarence Brown, is playing at the Uptown Theatre, Toronto, this week. It has been held over for a fourth week at the Capitol, New York, and is reported to have played to 4,000,000 people.

This company has certainly had a run of luck in the success of their productions.

"The Big Parade" proved a sensation and is in its sixty-fourth week on Broadway.

"The Fire Brigade," at the Central, Broadway, is in its seventh week, featuring Charles Ray and May McAvoy.

"Tell It To The Marines" is in its sixth week.

"Ben Hur" has been playing for one year on Broadway and is roadshowing across the American continent.

"The Scarlet Letter" played many months on Broadway and made an outstanding hit at the Regent, Toronto, where it finished an unusually long run. Lillian Gish, having one of the best parts for her particular style yet assigned to her, while the cast presents such artists as Lars Hanson, Henry Walthall and Carl Dane.

FAMOUS PLAYERS TAKE OVER TRENT THEATRE TRENTON

Famous Players Canadian Corp., Toronto, took over the Trent Theatre, leading moving picture house in Trenton, Ontario, on January 31, for a period of five years, according to announcement by John C. McCarthy, head of the company which owns both the Trent Theatre in Trenton, and the Belleville Theatre in Belleville.

Independent Films Co. Ltd. Get $2,405 Judgment

A judgment of $2,405 was given the Independent Films Co. Ltd., in an action which they brought aginst F. C. Astels and S. Aquino of Cobalt, covering rentals of motion pictures.

The judgment was signed against S. Aquino, but the applicant's solicitor states that he consented to judgment against F. C. Astels with whom the contract was signed.

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THEATRE MANAGERS BE CAREFUL TO DISPOSE OF CASH

Series of Theatre Robberies Occurring.

A series of theatre robberies has taken place in Eastern Canada and in only one case has any arrest been made by the police concerned. The first occurred when James Adams, manager of Loew's Theatre, Montreal, was held up in his office, the bandits carrying off $7,000. Subsequent robberies occurred at the Pantages Theatre, Toronto, of which N. K. Miller is manager, where $1,200 was taken; the Tivoli Theatre, Hamilton, Ontario, where Manager Morris Stein lost $700, and the Laurier Theatre, Hull, Quebec, where $100 was snatched from the box office.

The latest robbery occurred at the Tivoli Theatre, Toronto, another large house, where the so-called "cat bandit," who has been responsible for numerous sensational episodes in the city, held up the cashier.

At Montreal, B. M. Garfield, manager of the Rialto Theatre, and his wife, were held up in the manager's office when Mr. Garfield was forced to open the safe and hand over $469 to three armed robbers. Two arrests were made in this instance but guilt has not yet been established.

Two Exhibitors at Hull Ordered to Make Changes

Two of the exhibitors of Hull, Quebec, have been told to make changes in their theatres to comply with the Quebec Provincial regulations. Donat Paquin, proprietor of the Eden Theatre, was one, while the other was R. Paquin, owner of the Capitol, a new house only recently opened.

The annual inspection of theatres at Ottawa, Ontario, showed that local theatres were in good shape with one or two minor exceptions. The top gallery of the Russell Theatre was ordered closed permanently and announcement to this effect was made in the local newspapers.

J. M. FRANKLIN SWAMPED WITH GIRLS

To Produce "Ottawa Follies."

J. M. Franklin, manager of B. F. Keith's Theatre, Ottawa, Ontario, has turned producer. There was a grand rush on his office when he announced that he wanted 30 local girls for a forthcoming presentation at Keith's to be known as the "Ottawa Follies." Female pulchritude was much in evidence in the vicinity of Joe Franklin's door.

FILM BOARD OF TRADE HOLD SOCIAL EVENING

Venetian Gardens, St. John, is Scene of Festivity.

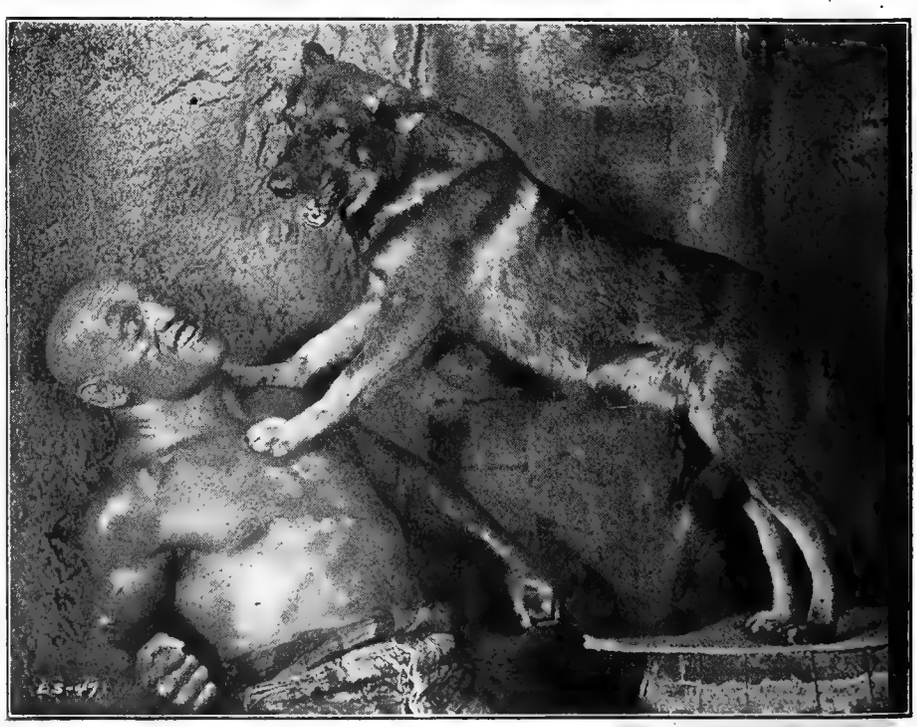
A very successful social affair was held recently in St. John when a dance was given in the Venetian Gardens arranged by members of the Maritime Film Board of Trade. The committee in charge consisted of Miss B. Corber, Miss L. McGouey, Miss R. Goldfeather, Miss F. Jacobson, Mrs. F. Marr, Mr. A. E. Smith and Mr. R. G. March. On the reception committee were Mr. and Mrs. Bernstein, Mrs. R. F. March and Miss G. Patterson assisted in serving. During the evening telegrams of greeting were received from many well known men in Toronto and elsewhere, including Clair Hague, General Manager Canadian Universal Films, Colonel John A. Cooper, President of the Motion Picture Distributors and Exhibitors Association of Canada and Harry Kauffman, Sales Manager of Canadian Universal. The exchanges were well represented and a special feature was the large number of theatre managers and local executives who joined with the motion picture fraternity to make the evening a very enjoyable one. The absence of Mr. Wallace Sault, Secretary-Treasurer of the Board of Trade was greatly regretted as Mr. Sault had been called away to Montreal on business.

Slogan Contest Held At Regent, Ottawa

Manager R. Tubman of the Regent Theatre, Ottawa, Ontario, cashed in nicely on a Slogan Contest which was conducted by the Ottawa Journal. A list of slogans used by numerous business houses of the city was first published by the newspaper, including the one used by the theatre, "Home of Capitol Entertainment." Seven double passes for the Regent Theatre for "The Scarlet Letter," presented during the first week in February, were offered as prizes in the contest. The result was that the theatre obtained a flare line across the top of a page which read: "Winners are guests of the Regent Theatre" in heavy type, the names of the winners were announced and reference was made to the current attraction at the theatre.

P. D. Cochrane A Grandfather

There was a great stir around the Universal Home Office last Monday when the news leaked out that P. D. Cochrane, secretary of Universal and supervisor of the Ad, Publicity and Exploitation Departments, had became a grandfather. He is the first Universal Home Office head to attain that estate. It happened 7 o'clock Monday morning when a son was born to his daughter, Mrs. James Callahan of Washington, D. C. The celebration at the Universal Home Office was equalled in spirit only by the festivities in Los Angeles over Carl Laemmle's 60th birthday.



"Rin-Tin-Tin" holds him a prisoner in "While London Sleeps," Warner's stirring melodrama.

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5 MONEY-MAKING REASONS WHY

You Should Play

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1. *Because WARNER BROS. PICTURES have outdistanced all competition and established themselves as the finest box-office product on the market today.*

2. *Because WARNER BROS. PICTURES are the cream of current releases, guaranteeing exhibitors audience satisfaction and theatre prestige.*

3. *Because WARNER BROS. PICTURES are playing from coast to coast in the biggest theatre circuits and the finest individual theatres!*

4. *Because WARNER BROS. PICTURES are backed by Warner Bros. Service, including a complete and unusual line of business-getting accessories!*

5. *Because WARNER BROS. PICTURES are celebrating their establishment as the year's finest product by bringing extra profits to exhibitors!*

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Toronto, Montreal, St. John, Calgary, Winnipeg, Vancouver

Book Warner Bros. Pictures for March!

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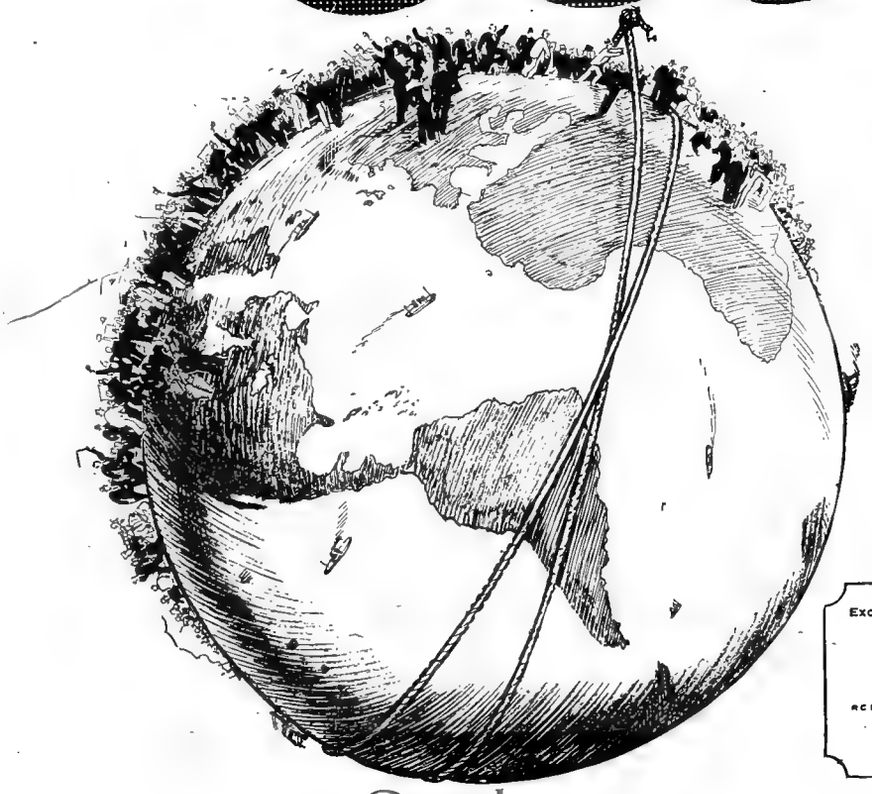
ROPIN' THE WORLD WITH ACTION

Hair-Trigger Baxter
The Dude Cowboy
The Border Whirlwind

BOB CUSTER



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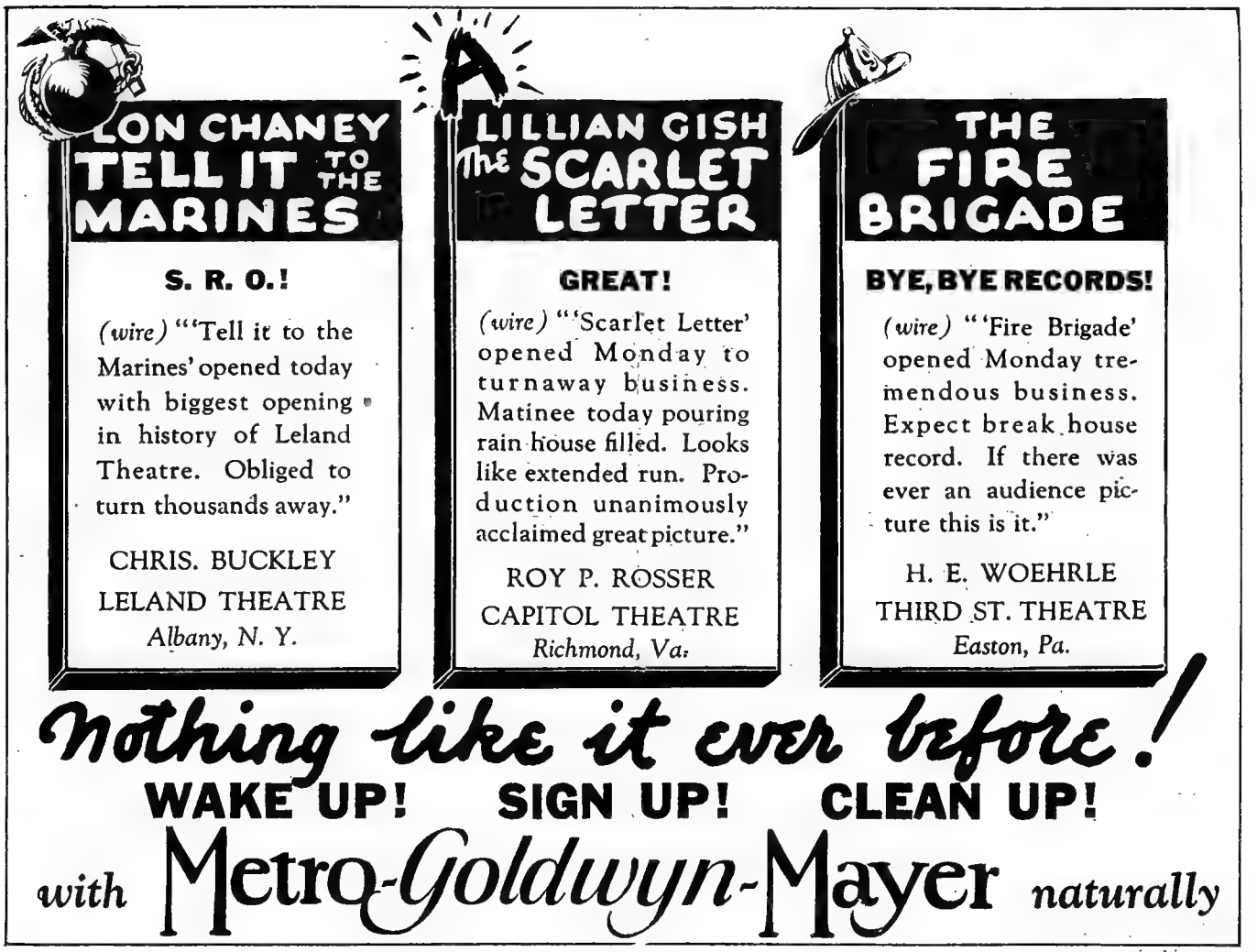
CANADIAN MOVING PICTURE DIGEST

Vol. 18, No. 42. TORONTO 2, CANADA February 19th, 1927


LON CHANEY
TELL IT TO THE MARINES
S. R. O.!
(wire) "'Tell it to the Marines' opened today with biggest opening in history of Leland Theatre. Obliged to turn thousands away."
CHRIS. BUCKLEY
LELAND THEATRE
Albany, N. Y.
A
LILLIAN GISH
The SCARLET LETTER
GREAT!
(wire) "'Scarlet Letter' opened Monday to turnaway business. Matinee today pouring rain house filled. Looks like extended run. Production unanimously acclaimed great picture."
ROY P. ROSSER
CAPITOL THEATRE
Richmond, Va.
THE FIRE BRIGADE
BYE, BYE RECORDS!
(wire) "'Fire Brigade' opened Monday tremendous business. Expect break house record. If there was ever an audience picture this is it."
H. E. WOEHRLE
THIRD ST. THEATRE
Easton, Pa.
Nothing like it ever before!
WAKE UP! SIGN UP! CLEAN UP!
with Metro-Goldwyn-Mayer naturally

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
269 SPADINA AVENUE, TORONTO 2

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Watch our Star Dust!

WATCH the
MOVIE horizon in
THE coming weeks!
M-G-M stars
FLASH Big News . . .
M-G-M stars are the
IDOLS of the public
BIG today . . .
BIGGER tomorrow
M-G-M showmen
LOOK what's coming!
AND it's just part of
THE box-office party!

. . . *and "More Stars Than There Are in Heaven"*

coming!
MARION DAVIES
TILLIE THE TOILER

coming!
NORMA SHEARER
THE DEMI-BRIDE

coming!
LON CHANEY
MR. WU

coming!
JOHN GILBERT
THE SHOW

it's here!
LILLIAN GISH
THE SCARLET LETTER

coming!
WILLIAM HAINES
SLIDE, KELLY, SLIDE

coming! **RAMON NOVARRO** *in* LOVERS

METRO-GOLDWYN-MAYER

The Top of The Industry

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The public loves "IT." There's a fortune in "IT." Grab "IT." Play "IT." Clean up with "IT."

"IT"'s a Hit Everywhere

- and -

CLARA BOW

is *Paramount's* STAR SENSATION OF 1927

BOOK IT from PARAMOUNT

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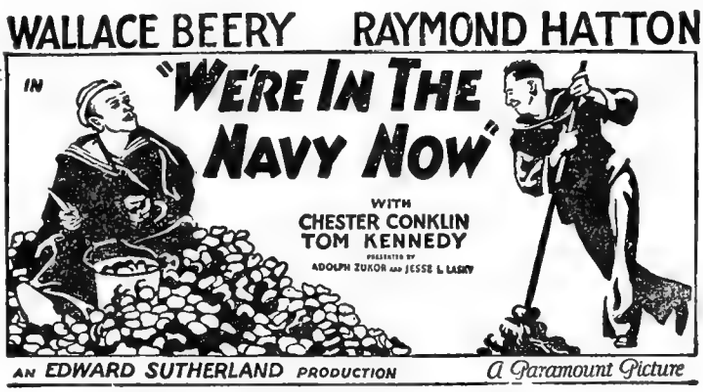
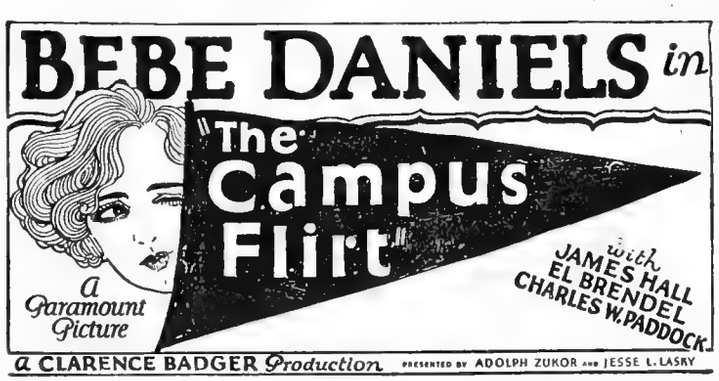
EXHIBITORS

Here Are Only 4 Proven Big Money Makers



This one will please the most dyspeptic patron.

Action--Here it is. DIX is the fastest stepping star on the screen to-day.



Bebe as a captivating College Miss in a Super-Comedy. Bebe clicks sure at the Box-Office.

Eddie Cantor is a scream and he has the support of Peppy Clara Bow in "Kid Boots."

Book These Now From

PARAMOUNT

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BOTH the Trade Dailies say BIG!

The Famous Scotch-Irish Comedy 30 years a stage sensation!

The greatest comedy sensation of the age!

The NEWSPAPER of FILMDOM — THE Film Daily — AND WEEKLY FILM DIGEST

"McFADDEN'S FLATS"

The two C's—Charlie Murray and Chester Conklin—in one picture. What would you expect as the result? Laughs plus. Well, you get them in "McFadden's Flats." Generous, large-sized ones. They might be described by the elite as belly laughs, but what of it?

And that funny mimic, Chester Conklin. He's awkward, but you feel a huge affection for him because of that. When he takes off his shoes at the swanky McFadden party and pulls the lost sheep business right among the uptown swells, the laughter gets mighty close to convulsive. "McFadden's Flats" will have a long and successful life. Make a note of it, mental or otherwise, and check your box-office against this forecast.

—*KANN in Film Daily*

EXHIBITORS DAILY REVIEW
Published Daily Except Sunday

"McFADDEN'S FLATS"

First National have an audience picture. Par excellence. In this old time, long time, legitimate roadshow success.

"McFadden's Flats" is a sure cure. For the blues.

It's made with a deliberate intent. To make people laugh. And having all the right ingredients. To make people laugh. Naturally the effect is many loud laughs.

Two or three scenes. From the comedy angle. Are classics.

This picture. Which will open. At the Strand. February fifth. Is bound to be a success.

This is a Big League Comedy Picture. Without mistake.

And by every sign. A box-office knockout.

—*FRED McCONNELL*
Exhibitors DAILY REVIEW

First National Pictures

A First National Special

ASHER, SMALL and ROGERS present

Charlie Murray and Chester Conklin IN McFADDEN'S FLATS

Adapted from Gus Hill's famous stage play
Produced by EDWARD SMALL

Story by REX TAYLOR
A RICHARD WALLACE Production

Members of Motion Picture Producers and Distributors of America, Inc. — Will Hays, President

Go gle

FILLED WITH LAUGHING GAS

LEON ERROL in the LUNATIC AT LARGE with DOROTHY MACKAILL

Zooming to a new Comedy high-mark!

WITH
KENNETH MacKENNA
Adapted From
J. STORER CLOUSTON'S STORIES
Directed by
FRED NEWMEYER

Preview Audience takes it BIG!

You can't pass up a picture that will bring you lobby comments like these, received by Lincoln Theatre, Los Angeles

"I laughed till my sides ached. The funniest picture I ever saw. And I am telling all my friends to go and see it."

"For 'nutty' HUMOR it beats anything I ever saw. I haven't laughed as 'hearty' in the last six months as I did this night. It's a scream from start to finish."

"Very well done. Will be glad to recommend it to my friends. The dirigible and parachute scenes particularly thrilling."

"Most thrilling ever experienced."

"Best I ever saw."

"Most entertaining comedy witnessed for a long time."

"My family and myself enjoyed the picture very much. It was crazy, and we laughed heartily when we left the theatre, which was a proof that we all liked it."

"I enjoyed this picture more than any comedy I've seen in a long time. Leon Errol is splendid."

"Plot, star, direction and captions exceedingly good. Errol is always fine. Thanks for a good laugh."

"Something different, very entertaining. Hits the nail on the Head. Company well balanced. Am going to see it again if possible."

FIRST NATIONAL FIRST

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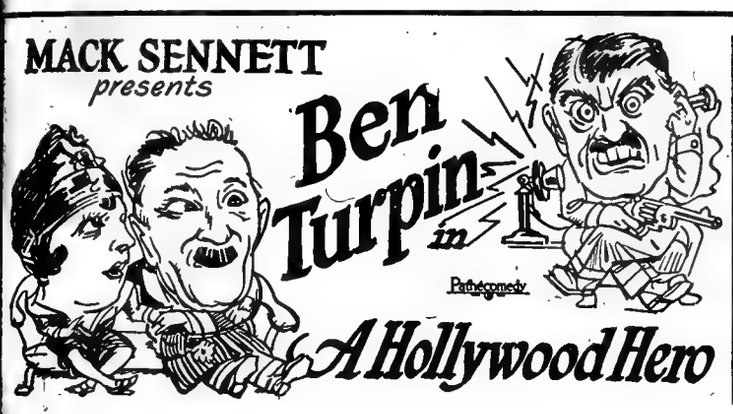

When Your Patrons see the Trade-Mark "Pathecomedy" They Know You Are Showing a Really Good Comedy

Mack Sennett's Two-Reelers
Hal Roach's Two Reelers

are the absolute Best Comedies produced. In each release there are favorite stars worthy of electric light advertising alongside the most outstanding feature picture

Two Releases Every Week in the Year

Complete line of accessories with every release, including one-sheet, three-sheets, photos, slides, mats, cuts, press books and music cues.

Regal Films Limited

Sole Distributors for Canada

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Announcing the Forthcoming Release of the British

Super-Feature

"MONS"

A Dramatic Epic of the Great World War

"Mons" is the outstanding British production of the year. Filmed in England in co-operation with the British War Office, it is dramatic, romantic, humorous and historical.

Canadian exhibitors well remember the remarkable box office records made by the British productions "Zebrugge" and "Ypres. "Mons" is an even greater production than either of these and we confidently predict it will smash house records for big business in all parts of the Dominion.

"Mons" is the True Story of the Great British Retreat that Spelled Victory

REGAL FILMS LIMITED

Toronto - Montreal - St. John - Winnipeg - Calgary - Vancouver

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Canadian Moving Picture DIGEST

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RAY LEWIS
Editor and Managing Director
GEORGE C. WILLIAMS
President

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Vol. 18, No. 42. TORONTO, CANADA February 19th, 1927

Dr. Motion Pictures

OCTOBER 29th there was a meeting in Montreal of the Board of Regents of the American College of Surgeons.

Will H. Hays, president of the Motion Picture Producers and Distributors Association, during one of the sessions, addressed the assembly.

The possibilities of the screen as a valuable instrument of surgery and medicine was so forcibly demonstrated by Mr. Hays that it was followed by a report, drafted by a number of distinguished surgeons, who had been in consultation with Mr. Hays on many occasions.

RAY LEWIS

Part of Mr. Hays' address we quote, "To possess the motion picture and to deny its uses to science is as unthinkable as to have the printing press and to publish novels only, to the exclusion of medical text books and treatises on other sciences. The screen is now and must ever continue to be in increasing ratio the servant, the true instrument of science.

"The motion picture can and will preserve for future generations of medical men, especially surgeons, the technique and operative skill of the eminent surgeons of the day, so that these great men of science will continue to operate after their death. The moving picture can and will take to the medical schools and clinics of the world the special skill along certain lines which identify a particular surgeon on whom success smiles. Thus will other surgeons learn from him."

Mr. Hays covered his field so well with facts and possibilities that immediate action was taken on the question; and the report unanimously adopted, "To arrange and carry out a survey of the existing field of medical films. To decide upon subjects suitable for professional and lay use, to develop proper production and distribution of such films, application which may involve use of vitaphone, phonofilm, or other method of synchronization so that the voice of the physician, surgeon, or teacher may be heard in explanation of the subject screened."

The sessions at Montreal were followed by conferences with Mr. George Eastman at Rochester. Among the eminent physicians and surgeons in attendance were, Dr. Charles H. Mayo, of the famous Mayo Clinic; Dr. Walter W. Chipman, of Montreal, president of the American College of Surgeons; Dean George H. Whipple, of the School of Medicine at the University of Rochester; Dr. George David Stewart of New York, president-elect of the College of Surgeons; Dr. J. Bentley Squier, of New York; Dr. George W. Crile, of New York; Mr. Will Hays and Dr. Franklin Martin, of Chicago.

Dr. Chipman states that when the plans are carried out "more than 80 medical colleges will have the advantage of seeing operations on the screen that have been performed by the greatest surgeons, that should be of tremendous value in adding to their knowledge."

Mr. Eastman has a staff of about two hundred experts working upon the problem of lighting so that it will not prove injurious to the patient, or inconvenience the surgeon operating. Mr. Eastman is undertaking to cover the expense of preliminary experiments in so far as they relate to the techical photographic service.

The entire Industry is pledging its co-operation. The slow motion camera will be prominently featured in the entire process as it is believed that this camera will catch every detail of the operative process.

The old operating amphitheatres will be replaced in all medical colleges with motion picture exhibition rooms where reels of operations, simple and intricate, by famous surgeons will be presented and viewed by the students.

The field of service of Motion Pictures continually takes in new territory. Marconi, the wireless "wizard," in a recent interview states that as far as Motion Pictures are concerned he foresees Motion Pictures by radio as finely projected as those which are projected upon the screen. What this means to civilization, our imagination to-day can scarcely contact.

First Motion Pictures as the "Family Sport," not forgetting its sacred office of "spiritual guide through the elimination of the folly of ignorance." We are getting on; and now "Dr. Motion Pictures, come in, come in."

Ray Lewis

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HARO
PRODUCED
HAROLD LLOY
A PARAMOUNT
"TI
Goo
Book This
Big Comedy
NOW

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PLOYD

in

e Kid Brother"

bye, Box-Office Records!

from Paramount

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Ray Presents

THERE have been a great many rumours about the operations of the British Empire Films Limited of Canada. Talk about the Ontario Government advancing $5,000,000. When I asked one government official about it, he replied, "They must be talking about the population of Canada, only they are out several millions."

* * *

Our information leads us to state that the government in the Province of Ontario is keenly interested in the British Empire Films Ltd. project. That several big men here, not government men, may become financially interested. That production of the "Shadowlaughs," novelty one-reel features, has already started, at the studio here in Toronto, under the direction of Bryant Fryer, a Britisher, who has been producing in New York, identified with "Tony Sarg" releases.

* * *

THAT the "Shadowlaughs," which are produced in silhouette will come in a series of twelve and the material is being secured from Jeffrey Keighley, B.A., a graduate of the University of Toronto.

* * *

"The Trailer," which synchronizes so well with "God Save The King," and which the Ontario Government Bureau of Motion pictures, under the direction of George Patton, has been releasing, has been showing at Shea's Hippodrome for the past three weeks and much appreciated.

* * *

SOME time ago I spoke of this Trailer, which contains some of the very best pictures of His Majesty King George V of England and her Majesty, Queen Mary, that I have ever seen. It is royalty seen at its best advantage. Royalty, regally human.

* * *

I am glad that one theatre at least took our tip and secured this Trailer. It would be a hit in every theatre in which it is shown.

* * *

I NOTICED an editorial in the Toronto Star Weekly referring to News Reels and calling for more of them. I think we could do with more News Reels and Travelogue pictures.

I SAW the British Gaumont Weekly which Educational is releasing. I believe it has its place in every theatre in Canada. It is interesting; and worth while, and considering all angles involved, I think that the Industry in Canada would be showing wisdom by making it a permanent and regular feature.

* * *

The Associated Screen News Limited are also releasing some new Travelogues, covering World Cruises. They are excellent; and any house could make a feature of them.

* * *

The scenes take you to places which only the experienced traveller would have an opportunity to visit; world-famous places of interest, which it is a treat to get a look at. All beautifully photographed and a Canadian enterprise. Not forgetting this same company's marvellous Bird and Animal Series.

* * *

I RECEIVED a letter from Carl Laemmle, God bless him. It just sounds like our Grand Old Man of the Screen. "I have had the greatest birthday of my life and now that I am sixty years 'young' I feel more truly than ever that friends are my greatest possession."

* * *

Doesn't that sound just like Carl Laemmle? Here's to you, Carl, and may you grow younger and younger yearly in the way you feel.

A very great poet said, "The friends thou hast in thine adoption tried, grapple them to thy soul with hooks of steel."

* * *

I find that "Variety," in its original form, was never presented to the Censor Board here, because it was deemed too lengthy to take its place on the regular programme of the theatres throughout Canada. I have also learned that it was only shown in a very few cities in the U. S. in the form in which I viewed it.

* * *

THE eliminations made by the Censor Board of Ontario were very minor; and therefore will the Censor Board please accept my apologies, and Famous my thanks for bringing the matter to my attention.

* * *

MY congratulations to Film Daily for the excellence of the Year Book which they have just released. No one in the Industry should be without it, for it covers a very wide field of knowledge and facts relative to our Industry.

LAST MINUTE NEWS

Educational films for children proves success at its initial Saturday showing, Toronto. Twelve feature films selected along with comedies, scenic and educational pictures.

Temple Theatre, Wallaceburg, Ontario, robbed of Saturday night receipts amounting to several hundred dollars. The robbery took place early Sunday morning.

They're cleaning up the drama! Grand chorus from motion picture producers, "Thank God We're Pure."

George Rotsky was among the guests who attended the reception in Montreal given to Their Excellencies, Viscount Willington, Governor-General of Canada and Viscountess Willington.

Quebec City theatres will be called upon to pay special tax for the support of Censor Board governing films, posters, etc., first of May.

George Young, in person, is presented by Uptown Theatre, as "Toronto's Own Hero." There is much speculation as to his salary, some say $2,500 for the week, others say $5,000. Whatever it is, it is four times a day, easy work, for George, but good for the box-office if the human being still makes good on his biggest bump, "Curiosity."

WARNER MONTH BIG THROUGHOUT CANADA

"Don Juan," "Better 'Ole," "Third Degree" Over Famous Circuit.

Warner's Month in Canada started off with the presentation of "Don Juan," the John Barrymore feature at the Regent, Toronto, where it is now in its second week, and from where it will cover the entire circuit of the Famous Players Canadian Corporation theatres.

"The Better 'Ole," with Syd Chaplin, preceded "Don Juan" at the Regent and is now en-tour over the Famous Circuit.

"The Third Degree," with Dolores Costello, is the feature at the Uptown, Toronto, sharing honours with George Young, Toronto's Champion Swimming Hero of Catalina fame, who arrived in Toronto Friday to fulfill a week's engagement at this theatre.

Rin-Tin-Tin in "While London Sleeps" has also been covering territory and of this feature J. C. McCarthy of the Belle Theatre, Belleville, Ont., states, "No doubt you will be glad to hear that your wonderful dog picture, starring "Rin-Tin-Tin," in 'While London Sleeps,' broke all house records here on its Saturday matinee."

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TORONTO THEATRES

REGENT — "Don Juan," with John Barrymore, Estelle Taylor and Mary Astor — Warner's All-Star feature. In its second week at the Regent and proving a decided success. Beautiful women, romance, adventure, thrills and a lavishness of setting, all making a colorful and appealing evening's entertainment.

UPTOWN — "The Winning of Barbara Worth," with Vilma Banky, and Ronald Coleman — United Artists. Class B. Vilma Banky unusually lovely. Coleman's quiet work and pleasing personality most telling. The story is an adaptation from the book by Harold Bell Wright. Some scenes of unusual beauty. Plenty of opportunity for big stuff. A story rich in material but weak in sustained interest.

TIVOLI — "The Potters," with W. C. Fields — Paramount. A good comedy, that amuses. W. C. Fields is a real comedian, and the supporting cast is good. Class B.

LOEW'S — Altars of Desire," with Mae Murray—Metro-Goldwyn-Mayer. Home scenes laid in old Virginia, and festive scenes in Paris. Mae is always good to look at. Class B.

PANTAGES — "One Increasing Purpose," with Edmund Lowe, and Lila Lee—Fox. Class B. Adaptation from the novel of A. S. M. Hutchinson. Big in spots, in others a bit slow. English atmosphere. Hero comes through war, through Divine Guidance he believes, for the benefit of some Divine Service. He returns to find he has lost his dearest friends, his family life is chaotic through the after war effects, which the war has had upon his brothers and their wives. He establishes peace and finds this has been his Service. Edmund Lowe's work as the hero of the Divine Mission is satisfactory. May Allison and Jane Novak as the wives of the brothers do fine work. Holmes Herbert and Huntly Gordon add strength to the picture by the genuineness of their interpretation of the "brothers." Harry Beaumont directed.

Neighborhood Theatres

PALACE — "London," with Dorothy Gish—Paramount. Class B. "Summer Bachelors," with Madge Bellamy—Fox. A picture that is full of pep, and which has created considerable talk. Good for the box-office. Class B plus.

ST. CLAIR — "The White Black Sheep," with Richard Barthelmess —First National. A good evening's entertainment, and Dick as usual, registers. Class B plus.

"Laddie," with John Bowers, F. B. O. A real old fashioned melodrama with a popular appeal. John Bowers and supporting cast good. Class B.

COLLEGE — "Take It From Me," with Reginald Denny — Universal. Good entertainment. Denny fans will enjoy this one. Class B. "London," with Dorothy Gish — Paramount.

BEACH — "The Silent Lover," with Milton Sills—First National. Sills proves himself a "real hero" in this thrilling drama of the silent desert. Class B. "The Blonde Saint," with Doris Kenyon and Lewis stone. First National. These two leads can always be depended upon for a pleasant evening's entertainment. Class B.

ALHAMBRA—"The Blonde Saint," with Doris Kenyon—First National. "The Better 'Ole," with Syd Chaplin—Warner.

OAKWOOD—"London," with Dorothy Gish—Paramount. "Variety" with Emil Jannings and Lya de Putti—U.F.A. Paramount. A magnificently directed picture, Emil Jannings superb, and Lya de Putti splendid. Class A and then some.

BEAVER — "Take It From Me," with Reginald Denny—Universal.

YORK — "The White Black Sheep," with Richard Barthelmess — First National. "Tin Hats," with Conrad Nagel and Claire Windsor — Metro-Goldwyn-Mayer. Good attraction. Class B.

BLOOR — "The Canadian," with Thomas Meighan — Paramount, a purely Canadian picture that is a treat from every angle. Class A. "Faust," with Emil Jannings — Metro-Goldwyn-Mayer. Something different that goes over big. A real attraction. Class A. Jannings big, Camilla Horn as Marguerite, excellent.

CHRISTIE — "Everybody's Acting" with Betty Bronson — Paramount. Full of stars who help to make a joyful evening's fun. Class B plus. "Marriage License," with Alma Rubens—Fox. An adaptation of the English story "The Pelican," and played excellently. Class B.

"Mons" Ready for Release Unusual War Picture

On another page of this issue of The Digest appears the announcement from Regal Films Limited that they will shortly release for showing in Canada the much discussed British super feature "Mons."

Having in mind the marvelous success attending the showing of the two British "War Films" previously released by Regal, namely, "Zeebrugge" and "Ypres." "Mons" looks like another real box-office attraction.

This feature differs from the ordinary war picture in that it contains highly dramatic movements, romance, as well as outstanding humour of which only the typical British Tommy is capable. "Mons" has wonderful exploitation angles for exhibitors and we predict for it a wonderful success in Canada.

Claire Hague Visitor In Winnipeg

Claire Hague, general Manager for Canada of Universal Films Company, Toronto, spent one week in Winnipeg January 30—February 6, watching the business of the company's three theatres in this city, Lyceum, Starland and College. The latter theatre was closed for three weeks awaiting the completion of extensive improvements. Harry Long, manager of the Lyceum, will probably be transferred to an eastern house, having completed six months in Winnipeg.

"The Canadian" Featured At Metropolitan, Winnipeg

Walter Davis, manager of the Metropolitan Theatre, Winnipeg, has made every preparation for the presentation of the Thomas Meighan starring picture, "The Canadian," in Winnipeg, at the Metropolitan the week of February 19. Many of the scenes were taken in the Province of Manitoba. The Canadian Pacific Railway reserved Monday and Tuesday nights for their social club and have asked for 5,000 tickets. The past week, Manager Davis had Sir Alan Cobham, the noted British aviator, appearing on the stage in person, in connection with the showing of the feature.

The visit was also much appreciated by the large audiences, and Mr. Davis held him over for two nights of the following week, when views of Sir Alan's flight from London to Australia were shown.

Norma Shearer is to play opposite Ramon Novarro in Metro-Goldwyn-Mayer's "Old Heidelberg," Ernst Lubitsch will direct.

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IT'S THE

The FOURTH COMI

Go gle

HEART PUNCH

IN THE PICTURE THAT PUTS PEP IN THE BOX OFFICE

--and this drama is ALL heart punch!

with **BELLE BENNETT**

Mary Carr, Henry Victor, Robert Agnew, Wendell Phillips Franklin, and other box-office stars. Directed by Emory Johnson. Story by Emilie Johnson.

An Emory Johnson Production. **Presented by Carl Laemmle.**

A UNIVERSAL SUPER PRODUCTION

ANDMENT

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REGAL FAREWELL TO KAUFFMAN GRACED BY LIEUT.-GOVERNOR

The Regal Films gave Phil Kauffman a real send-off, in the banquet which was arranged in his honour on the evening of Friday, Feb. 11th.

His honor, W. D. Ross, Lieutenant-Governor of Ontario and a member of the Board of Directors of the Famous-Players Canadian Corp., graced the festive occasion after a round or two in the earlier part of the evening of officiating at public functions had been performed.

Representatives and officials of the Industrial Exchanges in Toronto were present as were also the executives and officers of the Famous Players Canadian Corp.

The Hon. W. D. Ross paid a fine tribute to the ability of Phil Kauffman, whom he had met and knew through his association with the Famous Players and Mr. N. L. Nathanson, the managing director of the company, added to the Lieut.-Governor's praise by extolling the marked ability of Mr. Kauffman whom he regretfully, and yet not without a certain degree of pleasure, saw departing for fields in which he would have a greater opportunity for success.

It was due a great deal to Mr. Kauffman's salesmanship ability that Regal had built up its excelelnt Trade and Service; and Mr. Nathanson stated that he appreciated the attitude which Mr. Kauffman had adopted in coming to him for advice, regarding the new position which had been offered to him.

Mr. Nathanson stated that although he regretted losing the association of Mr. Kauffman, in justice to him, he was obliged to advise Mr. Kauffman to take the new position because of the tremendous opportunities it presented.

Mr. Arthur Cohen was in his usual "witty" style, handing out facts and a flow of wit which proved both an inspiration to the listeners, and real entertainment.

Ernie Molle came in from Bradford to say farewell and Maurice Davies and Arthur Larente were also in from Montreal.

Mr. Kauffman was presented with a diamond and platinum set of shirt-studs and dress-links, and an unusually handsome wardrobe trunk.

The Kauffman's leave Toronto on Sunday, February 19th—Bon Voyage.

Stapleton Campaigns Business For "Three Bad Men"

Don Stapleton, manager of the Centre Theatre, Ottawa, conducted a spectacular advertising campaign for the presentation of "Three Bad Men" which played this theatre during the week of February 12. A feature was a teaser campaign during the previous week in which such display announcements as "Lock your doors, the Three Bad Men are Coming" were scattered through the newspapers. Full page advertisements were published in the two local dailies on February 12.

Province Theatre Draws A Liberal Patronage

The Province Theatre continues to receive liberal patronage from the picture lovers of Winnipeg, the last week's presentation of "Jim the Conqueror" drawing capacity audiences. H. N. Jernberg is one of the most capable of managers in the trade's opinion. He is also president of the Screen Club of Winnipeg.

Mavety Film Delivery Service

Delivery of Films to and from Theatre--

For Shipment

We also handle for Delivery Theatrical Effects and Accessories

All on Schedule Time

58 Edward St. - Toronto, Ont.

Telephone Main 1881

S. COPLAN HEADS UNITED JEWISH RELIEF

S. Coplan, well-known exhibitor of Ottawa, Ontario, was chairman of the Ottawa committee which had charge of the local three-day drive for the United Jewish Relief. On the same committee was A. H. Coplan who is also associated with S. Coplan in the Princess Theatre, Ottawa.

Capital, Ottawa, Re-opens

The Capital Theatre, Ottawa, is scheduled to re-open February 26 with a dramatic stock company, the theatre being dark for practically a month. This is one of a chain of five theatres in Ottawa and Hull operated by Capital Amusements, Limited, of which Harry O'Regan is general manager, the other four being cinemas.

PROTECTION—PLUS

CELCO PANIC BOLTS FOR THEATRE DOORS

The Celco Panic Bolt has the approval and endorsement of the Ontario Theatre Inspection Department. It is made in our shops, is very substantial, fool proof, everlasting, and absolutely positive in action. Vertical rods and main cross rod are cold rolled half-inch steel. Outer working bar is ⅞-brass tubing. Castings are heavy brass. Finish, baked on black enamel and polished nickel plate. Complete with screws and all necessary hardware.

For Single Doors - $12.00 For Double Doors - $16.00

FIRE EXTINGUISHERS

Pyrene, one quart, pump action with hanger - - - $14.00
Guardene, 2½ gal. Soda and Acid, upturn action with hanger - 18.00

THE COLEMAN ELECTRIC CO. - 258 Victoria Street, Toronto

"Courtesy With Service"

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NEWSPAPERS TIE UP WITH F. B. O.

F.B.O. has tied-up with more than two hundred newspapers throughout the country to run the serialization of "A Regular Scout," their Boy Scout special featuring Fred Thomson and Silver King. Exhibitors booking the picture, who are located in the same city or town as a newspaper which is running the serialization, are notified by the Film Booking Offices of the name of such paper for the purpose of enabling them to arrange for the addition of the name of their theatre to the installments of the story, which are run prior to or during the showing of the picture. The mats for the serialization are furnished absolutely gratis to the newspaper, so that the paper in turn is glad to give the exhibitor this free and most valuable publicity.

In several instances the newspaper has run advance ads, making the announcement of the date when the serialization will be run and setting forth the name of the theatre in which the picture can be seen.

FIDDLERS' CONTEST DRAWS, IMPERIAL ST. JOHN

The Imperial Theatre have arranged a Fiddlers' Contest in which a very great deal of interest is being taken. There are four couples who accompany the playing and old fashioned dances are demonstrated such as the Polka Quadrille, The Caledonia, The Plain Quadrille, The Cotillion, etc. Folders describing the dances are distributed to the audience. The Imperial's stage is especially decorated for the occasion and the prettily shaded house lights remain on during the contest.

Among the fiddlers competing were Jack Downey, W. Nason, Michael Kelly, J. Wetmore, Edward Baxter, George Miller. The judges were M. L. Harrison, dean of local musicians, W. C. Bowden and Bruce Holder of the Imperial Orchestra. William Rogers, a well known dancing master is watching the dances.

TELL IT TO THE MARINES PLAY RECORD RETURN DATE

"Tell It To The Marines," Metro-Goldwyn-Mayer's big success, played the Strand Theatre, Waterbury, Conn., for a three-day's engagement, broke the house record and had an extra day added to its run. Returned in two weeks and played to as big business. Lon Chaney and Eleanor Boardman are the stars. The picture is in its sixth week on Broadway.

Louis Cousinean, Hull Theatre Limited Sues Mayor Lambert and Newspaper

Damages for $25,000 Demanded — Alleged Libelous Article Regarding Capitol Theatre.

An interesting situation has developed in Hull and Ottawa theatre and newspaper circles, a feature of which is a writ for damages amounting to $25,000 which has been taken out by Louis Cousineau for the Hull Theatres, Limited, against Mayor Theodore Lambert of Hull, Quebec, and Le Droit, the French language newspaper of Ottawa, Ont., a daily published by Le Syndicat des Oeuvres Sociales, Limite.

The actions are based on the publication in Le Droit of an interview by the newspaper with the Mayor of Hull, following the inspection of the Hull theatres by Inspector Guvon of the Province of Quebec. Objection is taken to certain statements alleged to have been made about the Capitol Theatre of Hull, operated by Hull Theatres, Limited. This house was only recently constructed on Main St., Hull, and is one of the most attractive theatres in the city.

Following the published item, Manager Joseph Paquin displayed printed signs which stated that the Capitol Theatre was a fireproof structure throughout and also the best ventilated, these cards being printed in both English and French.

An interesting angle to the situation is that Le Droit has long observed the policy of rejecting all forms of moving picture theatre advertisements, and carries no amusement section in the usual sense.

"Michael Strogoff" at Imperial

Harry O'Regan, general manager of Capital Amusements, Limited, Ottawa, decided to transfer the special run of "Michael Strogoff," the Universal super-production, from the Capital Theatre to the Imperial Theatre, during the week starting February 19, this being the second run of this feature for Canada. Special prices were also arranged for this picture with three performances daily.

Ray Peck at Hollywood

Raymond S. Peck, director of the Canadian Government Motion Picture Studio, Ottawa, Ontario, for the past seven years, has gone to Hollywood, Calif., where he is spending a month in the study of film studio practice. Several changes are to be made in the Canadian Government's plant, it is understood.

Scene from Fox's production "The Return of Peter Grimm," starring Alec B. Francis and Janet Gaynor.

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RADIO BILL INTRODUCED BY LEON LADNER OF VANCOUVER

Bill to amend and make operative certain clauses of the Copyright Act of 1921, as submitted in the House by Leon Ladner of Vancouver, passed its first reading.

"Performance" is defined as follows, "any acoustic execution of a work, or any visual representation of any dramatic action in a work, including such execution, or representation made by means of any mechanical instrument, and any communication or broadcasting of such work by wireless telephony, telegraphy, radio or other kindred process."

Class 18 B of the Bill provides; "The governor-in-council may make regulations concerning the mode, time and rate of payment of royalties payable to the owner of copyright in respect of electrical wireless, radiographic or kindred performance of his work, provided that nothing in such regulations shall deprive the copyright owner of his sole right to withhold his consent to any such performance of his work."

The Bill further states that any communication, diffusion, reproduction, execution, or representation of a work by electrical, wireless, radio graphic or kindred process shall be deemed to be a performance in public, but that the broadcasting, enjoyment or reception for no profit, and in private, by means of radio sets or other kindred process of apparatus of communication, diffusion reproduction, execution or representation shall not constitute a performance under paragraph (q) of section 2 of the Act.

FOR SALE EARLY DELIVERY

THEATRE CHAIRS
600 Upholstered
200 Plain Wood
ALL SORTS OF SCENERIES AND CURTAINS
ELECTRIC FIXTURES
ELECTRIC TICKET SELLING (automatic) MACHINE
BRASS RAILINGS
STAGE ILLUMINATION
PORTIERS & DRAPES

Box 11 - Digest

P. J. NOLAN BUILDING NEW THEATRE OTTAWA

Ottawa, Ontario, is to have an imposing moving picture theatre for the West End of the city, the site being at the corner of Somerset and Booth Streets. The projects was revealed with the announcement that P. J. Nolan had purchased a remaining section of the block for $30,000, the property now occupied by the Primrose Apartments and five stores.

Mr. Nolan is arranging for the erection of a theatre here, having a seating capacity of 1,000, work to be started in the spring, it is understood.

Mr. Nolan is the proprietor of two community theatres in Ottawa, the Rex and the Columbia, and is well-known in local political and business circles. In the local mayoralty contest for 1927, Manager Nolan ran a close second to the winner.

Visitors in Toronto

Mr. Al Lichtman, of the United Artists visited the Toronto office of the company. S. J. Woody, Goldwyn's personal representative was also a visitor in Canada.

"Beau Geste" Packs Theatre

Although the attraction broke the regular policy of the Imperial Theatre, Ottawa, Ont., "Beau Geste" did a land office business at this house during the week of February 14 at prices ranging up to $1.50, twice daily, all seats reserved. Manager J. T. Moxley was forced to turn away patrons every night in the week.

Theatre Decoration

is next in importance to good pictures. You will get "bigger houses" if the public find in your Theatre that harmonious atmosphere of restfulness necessary for complete relaxation. Entrust the decoration of your Theatre to

J. O. DOUGALL
Theatre Decorating Specialist
292 Borden St.—TRinity 3794—Toronto

Montreal May Pay Big Damage Bill

There is a likelihood that the Laurier Palace Theatre disaster in January, in which 78 children lost their lives and others were injured, will cost the City of Montreal $500,000 in damage actions, as claims totalling that amount have been entered against the civic administrations by parents and guardians of the victims.

All claims state that the city in directly responsible for the deaths and injuries as it permitted the theatre to remain open while not satisfying all civic regulations and that it was being operated without a civic license.

The demands for compensation from the city range from $40 to $20,000 and the number of individual claims is 125. No offers of settlement have been made by the city. Ameen Lawand, proprietor, and two others, are facing charges of manslaughter and are at liberty on bail while a Royal Commission has been appointed.

"Big Boy," the three-year-old leading man in Educational-Juvenile Comedies and Pal, the wonder dog, who appears with him.

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Round About the Studios

"Pedigree," an original story by Calvin Johnson, is the first special F. B. O. has scheduled to go into production for 1927.

"Big Boy," Educational's infant star, is back at work again in the studios after a lay-off of a couple of months while Charles Lamont, his director, completed two comedies featuring Johnny Arthur. The popular little comedian has started on a new Juvenile Comedy.

Sam E. Rork announces that the title of "The River" has been definitely changed to "The Notorious Lady." Lewis Stone and Barbara Bedford are featured for First National.

Monte Blue is to have a chance at the biggest picture in his career. Warner Bros. have decided to star him in the role of Jean LaFitte in Polan Banks' famous American novel, "Black Ivory." It will be the next extended run production to follow "Noah's Ark" at the Warners' studio.

Hallam Cooley, another face new to Paramount pictures, will be seen in Raymond Griffith's next comedy, "Beautiful Women." Erle Kenton is directing.

Doris Deane has been cast for an important role in "Special Delivery," Eddie Cantor's second starring vehicle for Paramount.

Sam Hellman, well known humorist writer of sports, has been assigned to write the subtitles for Wallace Beery's baseball comedy, "Casey at the Bat," which Monte Brice is directing for Paramount.

Fred Newmeyer, who is directing Paramount's "Too Many Crooks," which will mark Mildred Davis' return to the screen, was formerly a pitcher with the Philadelphia Nationals.

William Orlamond, the man of a hundred characterizations, has been signed to appear in Esther Ralston's first starring picture, "Fashions for Women," which Dorothy Arzner is directing for Paramount.

"Bud" Duncan, the husky little actor with the hard-boiled expression, has been cast as the top sergeant in Wallace Beery's new Paramount attraction, "The Big Sneeze."

Joan Crawford who is appearing in "The Understanding Heart" for Metro-Goldwyn-Mayer—an adaptation of Peter B. Kyne's serial.

Scene from "Finger Prints" another Warner success starring Louise Fazenda.

Fred Thomson and Silver King are featured in the next release for this month, titled "Don Mike." Ruth Clifford, Noah Young, Albert Frisco and William Courtwright make up the pricipal support, with Lloyd Ingraham directing.

Betty Bronson has started work on "Ritzy," her forthcoming starring vehicle for Paramount, and Elinor Glyn's second original comedy story for that organization.

In "Ritzy," Madame Glyn has developed a story of a title-hunting heiress in which Miss Bronson as "Ritzy" Brown has one of the most interesting stellar rolse of her career. James Hall, William Austin and Gertrude Short have important roles in the picture, which Richard Rosson is directing.

Belle Bennett has been selected to support Emil Jannings in his first American picture, "The Man Who Forgot God," according to B. P. Schulberg, West Coast executive for Paramount. Lil Dagover, continental actress, also has an important role in the picture.

Victor Fleming, who has just completed the Roosevelt epic, "The Rough Riders," for Paramount, will direct Jannings' first.

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Hark the Herald Angels Sing

Sing a Song of
Heavy Kale--
Real Box-Office
Whackers,
Grab 'em Now!
Watch 'em Sail!
Twelve Two-reel
"Wisecrackers"

JOSEPH P. KENNEDY
PRESENTS

H.C.WITWER'S
WISECRACKERS

Great Cast of All-Star Comedians

Al Cooke, Kit Guard, Lorrain Eason, Thelma Hill, Danny O'Shea

From H. C. Witwer's Stories in Cosmopolitan Magazine

Distributed by the Master Showmen of the World GREATER F. B. O.

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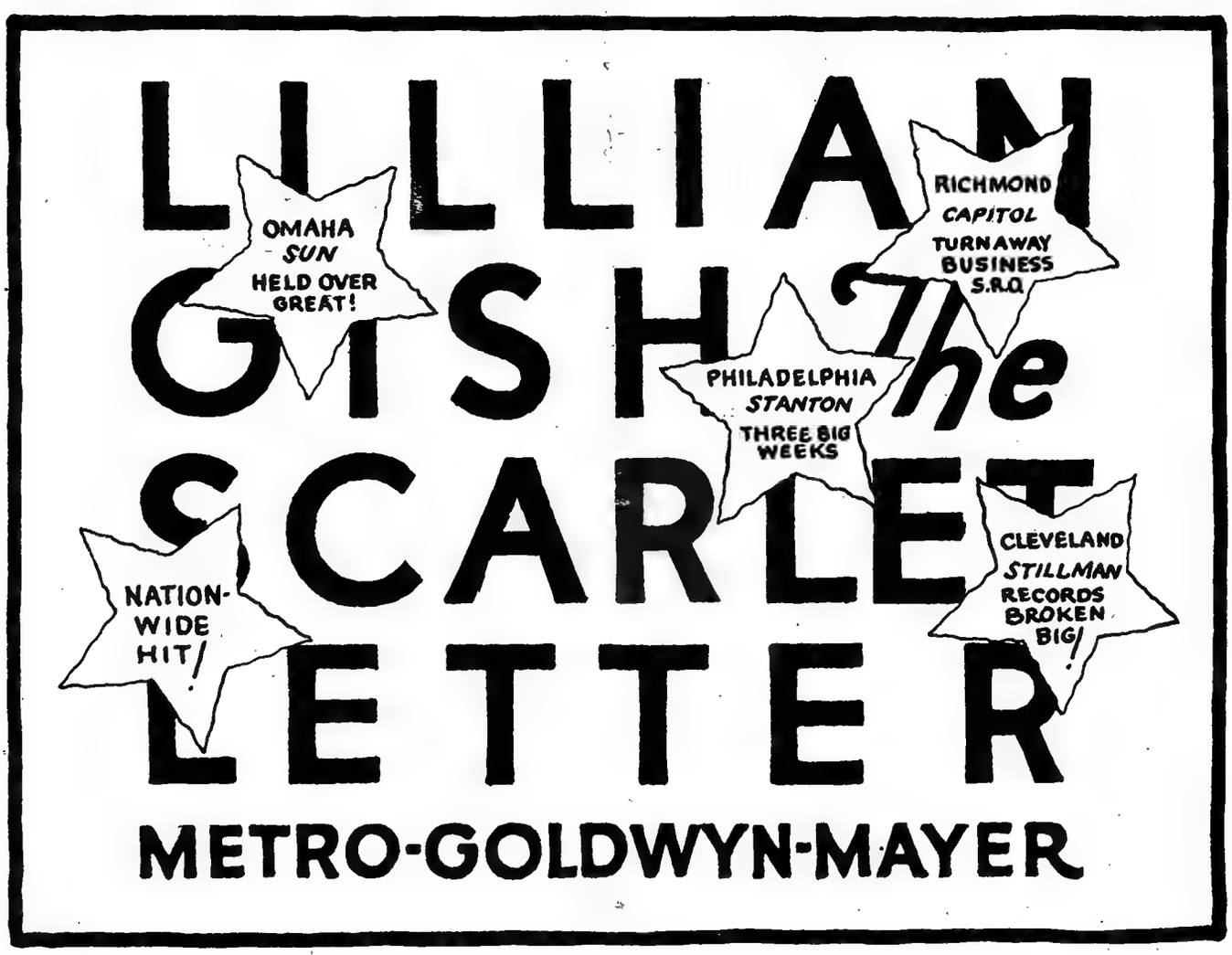
1 Mr '27

CANADIAN MOVING PICTURE DIGEST

Vol. 18, No. 43. TORONTO 2, CANADA February 26th, 1927



PUBLISHED BY

CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

259 SPADINA AVENUE, TORONTO 2

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AT YOUR SERVICE!

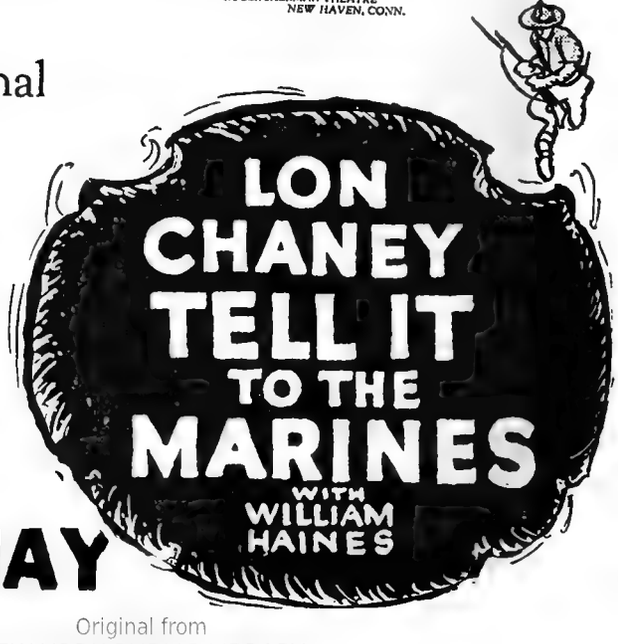
—U. S. Marines help break records at Roger Sherman Theatre, New Haven

LET the U. S. Marines
TELL it to your public . . . .
FROM Coast to Coast live-wire showmen
ARE taking advantage of
METRO-Goldwyn-Mayer's phenomenal
TIE-up with the Marines!
THE season's greatest picture
BACKED by the biggest promotion
OF years!
EASY money, Gentlemen!

METRO-GOLDWYN-MAYER:

Lon Chaney in Tell It to the Marines just broke every existing record of the Roger Sherman theatre with its Broadside of one hundred percent Box Office appeal and entertainment, which is further evidence of Metro-Goldwyn's constant parade of hits stop thanks for the smart showmanship permitting us to play Chaney's greatest simultaneous with two dollar Broadway engagement regards.

LIVINGSTON LANNING
ROGER SHERMAN THEATRE
NEW HAVEN, CONN.



Showmanship that's Doughmanship!

METRO-GOLDWYN-MAY

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PARAMOUNT

The Greatest Word In Entertainment

If it's a Paramount Picture It's the Best Show in Town

Book PARAMOUNT and set your mind at ease

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Exhibitors, GET ABOARD with

PARAMOUNT

and LET IT RAIN DOLLARS

For You

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Here's Another of those Outstanding Producers Distributing Corporation Releases that is placing this Company in the very forefront of those who supply the Better Class of Feature Pictures. Here's one that has all the elements of a Screen Triumph—Romance, Self-Sacrifice, Fast Action, Human Interest and an Outstanding Cast of Players

JETTA GOUDAL

in

FIGHTING LOVE

AN EXCITING, COLORFUL AND ROMANTIC PICTURE

drama of Italy and Africa—the story of a girl who marries an old man to escape a rake's attentions and later battles with herself to overcome her growing love for a young Italian army officer—her husband's aide.

WITH VICTOR VARCONI AND HENRY B. WALTHALL
ADAPTED BY BEULAH MARIE DIX
FROM THE NOVEL BY ROSITA FORBES
DIRECTED BY NILS OLAF CHRISANDER
PRODUCED BY DE MILLE PICTURES CORPORATION

Regal Films Limited

Canadian Distributors

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Just Arrived from the Mother Country and Ready for Immediate Booking in All Parts of Canada

THE FINEST BRITISH DRAMA OF THE TURF EVER MADE!

From the story by ATTY PERSSE
the famous STOCKBRIDGE TRAINER

PRODUCED IN
ENGLAND

REGAL FILMS LIMITED Present

TRAINER AND TEMPTRESS

with JULIETTE COMPTON
JAMES KNIGHT

It's an Endless Pageant of Comedy and Drama

A vast Human Drama built around the Famous Derby Day, with the Famous Race at Epsom Downs

---

REGAL FILMS LIMITED Sole Distributors for the Dominion of Canada

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Canadian Moving Picture DIGEST

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RAY LEWIS
Editor and Managing Director
GEORGE C. WILLIAMS
President

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The Fife and Drum

THE MOTION PICTURE INDUSTRY is a recreational and educational, as well as commercial enterprise.

It has a military spirit which responds to the sound of the "Fife and Drum," when there is an occasion for a rallying of forces.

A statement was made by Premier Ferguson, following a deputation to the Parliament Buildings, Toronto, that the Amusement Tax elimination would be considered, providing a possibility presented itself.

RAY LEWIS

There was talk later of an elimination up to and including 25c.

The Theatre Owners asked for an elimination of the Tax up to and including fifty cents, a precedent which had been established in various parts of the British Empire, including England and in the United States.

The Budget discloses that a proposal has been made for an elimination of the Amusement Tax to the extent of saving the people $600,000.

No Bill, however, has been definitely drawn up specifying how this $600,000 shall be adjusted.

The exhibitors, through their interest and good work, accomplished the consideration of the Amusement Tax by the Government.

If the exhibitors, who represent their patrons, will again rally to the sound of "The Fife and Drum," and write, phone, or approach any member who is willing to present an adjustment of the saving proposed by the Government, following suggestions by the theatre owners, expressing the views of the people, through a theatre contact, the contemplated Bill will probably be influenced so that the public which attends all classes of motion picture theatres, large and small, will all receive the benefits, and the theatre owner, who is giving the community better service by way of more commodious surroundings, will not be the only theatre owner to be burdened by the nuisance of the Tax.

The Province of Ontario is now in position to obtain revenue far in excess of that which it obtained through the Amusement Tax.

Gasoline and Government Control will swell the revenue of the Provincial Treasury.

There is a decided movement among legislators, representing the wishes of the people, to free the people from as much taxation as possible, it having been proved through history's statistics that the most prosperous and progressive eras among nations are those periods in which the people are the least taxed.

Taxation has not helped to establish prosperity in Canada; and representative men of finance have declared themselves in favour of the removal of certain taxation, declaring that prosperity would follow as a result.

In connection with the present situation there is no time to "think it over." Immediate action is necessary; and every exhibitor in the rural districts throughout Ontario, knows the man he has helped to elect as being best fitted to carry on the work of the people, these exhibitors including those in the cities of Ontario, should let their legislators know clearly what the people of their constituency want.

The exhibitors in the last rally, in taking a census of opinion, came to the conclusion it was the elimination of the Amusement Tax up to and including fifty cents which would prove advantageous to the people.

Knowing what the people want, it is for you to cater directly to the wants of the people in this particular line, to "get busy where it will do the most good."

And you might get the president of your Labour Organization, the president of any association, representing the Trade and Commerce of your community, to assist you in getting a tax which is considered a nuisance, by the people, abolished. Be prepared to come to Toronto to join a deputation when the call comes.

Ray Lewis

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Ray Presents

THE BACK COVER page of The Digest in the issue of Feb. 19th, had an F.B.O. ad on Witwer's "Wisecrackers." The heading was "Hark The Herald Angels Sing" and the drawing of the Angels with their haloes is worth the price of admission. Whoever is responsible for that advertisement knows how to advertise.

* * *

GEORGE W. WEEKS visited Toronto and still possesses that charm of approach which inspires exhibitors to exclaim, "Oh, is George Weeks here, I must say 'Hello' to him."

* * *

Mr. Weeks has recently been appointed General Sales Manager of the Short Subject Department of the Famous Players-Lasky Corporation, recently announced by Famous.

* * *

In an interview with Mr. Weeks, he states that Famous will release the Paramount News Weekly, two issues weekly, the issues in Canada will cover Canadian and local events mainly.

Fifty-two comedies a year will be included on the Short Subject schedule, at present arranged through a Short Subject affiliation for which Famous will produce.

* * *

EXHIBITORS and the Trade in general were sorry to say Aurevoir to A. C. Benson, Toronto Manager for Famous. Mr. Benson obtained a leave of absence in order to enable him to personally supervise the developments in connection with vast real estate holdings which he has in Long Island.

* * *

The staff presented Mr. Benson with a tray and six goblets, plus that Instrument of Service which is destined to contain the Spirit to the Vineyard.

The Ferguson Wet Policy has not yet become wet, therefore the toast to Mr. Benson's good health was quaffed in spirit only.

* * *

Mr. Benson has built up a splendid business for Famous in Ontario, through the good-will which his sound management presented. A man of stability of opinion and flexibility of reason, we feel that Mr. Benson's recent good luck has within it the elements which spell business vision. We extend our good wishes to him wherever his fortune is disposed to place him.

JACK HUNTER, well-known to the Canadian Trade, succeeds Mr. Benson as Sales Manager of the Famous Toronto office, covering Ontario.

* * *

Mr. Hunter made his bow to Toronto when he was releasing the product of the American Releasing Corporation, later acquired by Louis Selznick.

The F. B. O. product followed and later Mr. Hunter joined the forces of the Famous with which organization he has been affiliated for several years.

* * *

WE congratulate Mr. Hunter on his new appointment.

* * *

"HIS OFFICIAL WIFE," a Warner feature with Irene Rich and Conway Tearle, plays the Tivoli Theatre, Toronto, next week.

If ever a theatre staged a "comeback" this theatre did. Tom Daley its manager, plus the Romanelli Supreme Jazzists, performed this feat in showmanship.

There is not one cent of investment by way of presentation which Daley does not endeavor to turn into dollars at the box-office. Every item on the programme, from the overture to the feature, including News Reel, Comedy, etc., is presented; and not simply introduced by way of padding. The result means a regular "peppy" show from start to finish and profits.

* * *

WHEN a theatre is losing money the blame is not the result of external condition entirely, although "Acts of God" are outside of the jurisdiction of Showmen, the blame in many cases rests with the theatre; and as soon as those responsible shoulder this responsibility, they are on the way to the solution of their problem, they are bound to improve conditions and build up profits.

* * *

"Don Juan," Warner's John Barrymore success, closes a successful engagement at the Regent, Toronto, this week to be followed by Harold Lloyd in "The Kid Brother," the fame of which has already reached Canada.

* * *

CLARA BOW and Colleen Moore have much in common, with this exception, that Colleen is away ahead on the star road, having got there first.

Clara Bow is lucky in the parts selected for her, Colleen Moore does not have the same consistent luck. I would like to see Colleen get a consistent chance to appear in pictures which have "happy themes."

On several occasions Colleen has put the picture over by her work and personality, her popularity. I have observed that Clara Bow has not yet had this strain put upon her. The picture takes care of itself and Clara takes care of herself. That is the kind of a chance I would like to see Colleen Moore get.

This is the kind of advantage a star should have. The picture should be good enough to give the star a chance to relax, be natural as it were; and not be obliged to fight to put the picture over.

"WOLFE TAKES QUEBEC" NOW IN FILMS

The history of the taking of Quebec by General Wolfe and the capture of New France for Britain has become recorded in film, as adapted from "The Conquest of New France," by Prof. G. M. Wrong, of the University of Toronto and which is used as a text book in the schools of Ontario.

The story was filmed at the Yale University and is in three reels. The University enjoys an endowment from the Rockefeller Foundation Fund and utilizes some of this money in the picturization of historical scenes showing the conquering and civilizing processes which built up the American continent since the white man took control.

The film was produced by Pathe from a scenario prepared by the Yale Professors adapted from Professor Wrong's book.

Some of the scenes were picturized in England, but the greater part of the film shows the besieging of Quebec with Wolfe's fleet coming down the St. Lawrence under cover of darkness.

The picture was screened for its initial showing at the Empire Club, Toronto.

E. W. Hammons Presents Three Million Deal

E. W. Hammons, President of Educational Pictures Inc., has consolidated the subsidiary companies of Educational under one head, Educational Pictures Inc., of which he becomes sole director.

The Educational Company was organized by Mr. Hammons in 1915, and steadily built up its assets and service.

The accounts as recorded by Educational at the first of the current year number 13,000, already three thousand ahead of last year's record.

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TORONTO THEATRES

UPTOWN — "The Third Degree," with Dolores Costello — Warner. Class B. Shared honours with Geo. Young, Toronto's Catalina Swimming Hero. The picture furnished plenty of thrills, the variety scenes presenting the punch of novelty. Dolores Costello has plenty of opportunity for smiles and tears.

REGENT — "Don Juan," with John Barrymore, Mary Astor, and Estelle Taylor—Warner. A colorful romantic vesta of the middle ages with Barrymore in and out of love continually and an excellent cast. Beautiful women, settings, atmosphere. Your money's worth, which is enough.

TIVOLI — "Love's Greatest Mistake," with Josephine Dunn, James Hall, William Powell, and Evelyn Brent — Paramount. Class B. Josephine Dunn, a graduate of the Paramount School, and Evelyn Brent, as sisters are very attractive and do excellent work. William Powell, as the villain is good, and James Hall, as the hero is splendid. Nothing unusual about the theme, but entertaining.

LOEW'S — "The Red Mill," with Marion Davies — Metro-Goldwyn-Mayer. Class B plus. A romantic love story, with Owen Moore as the lover. Louise Fazenda, and Carl Dane, who give the picture a boost through the excellence of their work and the comedy possibilities of the love scenes which go over big. Marion Davies is cute as the little maid with romantic ideas. The production is picturesque and well-produced. Direction by William Goodrich. Especially clever are the titles. The story was adapted from Fred Stone's stage success by Victor Herbert and Henry Blossom.

PANTAGES—"Kosher Kitty Kelly," with Viola Dana, Nat Carr, and Vera Gordon, F. B. O. Class B plus. A gripping picture, that affords both laughter and tears, touching the right spot for each of these emotions. James Horne directed the picture skillfully obtaining the kosher meat of a Jewish-Irish combination, as well as "bringing home the bacon" in box-office value.

Neighborhood Theatres

PALACE — "Stranded in Paris," with Bebe Daniels—Paramount. A snappy picture that proves good entertainment. Bebe in a role that suits her admirably. Class B. "The Better 'Ole," with Syd Chaplin—Warner. Class B plus. A hilarious comedy with Syd in the famous Bairnfather character of "Old Bill."

COLLEGE — "Stranded in Paris," with Bebe Daniels — Paramount. "God Gave Me Twenty Cents," with Lois Moran — Paramount. Opened the new Paramount Theatre, New York, so it speaks for itself.

CAPITOL — "The White Black Sheep," with Richard Barthelmess — First National. A thrilling story, that affords a good evening's entertainment. Class B plus. "Summer Bachelors," with Madge Bellamy —Fox. A breezy story that is good for all seasons, Madge as the perfect flapper "knows her stuff." Class B plus.

ALHAMBRA—"Whispering Wires," with Anita Stewart—Fox Special. Good popular entertainment, thrills and mystery. Class B. "Variety," with Emil Jannings, and Lya de Putti — U. F. A. Paramount. A Marvelous production that is quite different, and which is enjoying a phenomenal success wherever it is shown. Jannings, wonderful, and Lya distinguishes herself in this feature. The love of a man for a maid, presented in a Class A style.

PARKDALE — "Twinkletoes," with Colleen Moore — First National. Colleen as a dancer in Limehouse, "twinkles like a star," and forces you to make even more room for her in your heart. Class B. "New York," with Ricardo Cortez—Paramount. "The Great White Way," and all it presents. Class B.

BLOOR — "The Little Journey," with Claire Windsor, and William Haines. Metro-Goldwyn-Mayer. Excellent leads. Entertaining, directed by Robert Z. Leonard. Class B. "Twinkletoes," with Colleen Moore — First National.

YORK — "London," with Dorothy Gish — Paramount. A Limehouse story. Dorothy always a treat. Class B. "Summer Bachelors," with Madge Bellamy—Fox.

CHRISTIE — "The Ace of Cads," with Adolphe Menjou—Paramount. Menjou fans will enjoy this picture. Class B.

DANFORTH — "The Eagle of the Sea," with Ricardo Cortez—Paramount. Reminiscent of the "Sea Hawk." Ricardo Cortez in the role of pirate. Florence Vidor as the lady of his desire. Class B.

BEAVER — "While London Sleeps," with Rin-Tin-Tin — Warner. This wonder dog is certainly an actor; gets a great chance in this thrilling drama of London's slums. Class B plus.

MAJOR — "Sparrows," with Mary Pickford — United Artists. Mary still delights her audiences as a "little girl." Class B.

BEDFORD — "Whispering Wires," with Anita Stewart—Fox Special. "God Gave Me Twenty Cents," with Lois Moran—Paramount.

REVUE — "The Amateur Gentleman," with Richard Barthelmess—First National. Barthelmess as usual, good. Popular entertainment. Class B. "Tin Hats," with Conrad Nagel, and Claire Windsor — Metro-Goldwyn-Mayer. An excellent comedy, that keeps you pleasingly amused. Class B.

RED MILL — "Man Bait," with Marie Prevost—P. D. C. Class B. Marie is a splendid little artist and is the bait the men are after. Entertaining.

Jennie Richards, Manager Empress, Newcastle, Married

Mrs. Jennie Richards, the attractive and popular manager of the Empress Theatre, Newcastle, N.B., has married J. V. McLaughlin of Newcastle.

The wedding which took place the latter end of January was the occasion for a great many letters and telegrams of good wishes to be showered upon Mrs. Richards, besides the personal words of cheer which came from friends resident in Newcastle.

Mrs. McLaughlin has a reputation for being especially gifted with a sense of humour, and an outstanding showmanship instinct. She is what might be termed "an all around good fellow,' 'and is popular with both sexes.

Her former husband was the late Professor William Richards of London, England. Mr. J. V. McLaughlin is associated with the C. N. R. Railroad and has a reputation which vies in popularity with that enjoyed by his recent bride.

Reciprocity on Pictures Between England and America

Following the Boyd-Bryce proposal pictures of England will be exhibited in the class rooms of America and America will be screened in the class-rooms of England.

This with a view of giving the youth of both countries a better knowledge and acquaintanceship with each other and their respective countries.

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Google
NEW YORK

...We sign BABE RUTH

King of Swat – Sultan of the Diamond – Idol of millions – you want a baseball picture – all America waiting for one – now you get from First National the wonder of 'em all –

ONLY FIRST NATIONAL KNOWS THE GAME–A MILLION DOLLAR ATTRACTION BAGGED FOR A REGULAR WEEK AFTER WEEK– HIT AFTER HIT RECORD BREAKER –No wonder we lead all the rest –look at February's picnic–

CHARLIE MURRAY and CHESTER CONKLIN in
McFADDENS'S FLATS

▼ ▼

EASY PICKINGS
with ALMA Q. NILSSON

HARRY LANGDON
in LONG PANTS

▼ ▼

AN AFFAIR OF THE FOLLIES
with LEWIS STONE & BILLIE DOVE
LLOYD HUGHES

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How Canada Educates Picture Executives

Get Training Here and Promotion Follows.

Moving picture men have been pointing to the number of exchange officials of Canada who have assumed important executive posts in the United States and Europe, this discussion having arisen through the recent promotion of two Toronto men to outstanding places in film distribution in Great Britain and Central Europe. These were William Bach of First National, who was made general manager for First National in Great Britain with headquarters in London, and Phil. Kauffman. former general manager of Regal Films, Limited, who has gone to Berlin as sales manager for First National.

These are only two of the trade graduations from Canada, and it is probable that the Dominion has supplied more big men to the Industry in the United States and other countries than any other regional territory.

Walter J. Hutchinson, who is now general manager for Fox in Great Britain, learned film salesmanship in Toronto under the direction of Leo Devaney, who directed Fox activities in Canada for a number of years. Mr. Devaney is now in charge of the Cleveland, Ohio, office of Universal Films, which is considered one of the largest and most important. Leo Devaney is known by all exhibitors from coast to coast in Canada.

For many years Canadian general manager for Vitagraph, W. F. Barrett, formerly of Toronto, is now with the Lee-Bradford Company in the United States, well-known distributors and importers.

George Weeks of New York was Canadian general manager of Famous Lasky Film Service, Limited, Toronto, before he became general manager of Famous-Lasky in the States.

Earl Kramer, sales director for Universal in the United States, was manager of the Select Pictures Corporation office at Montreal.

Vincent McCabe, formerly of Toronto, was Canadian general manager for First National before occupying several important posts with film companies in the States.

Myer Fisher, also formerly of Toronto, now has a number of exchanges in Pennsylvania and Ohio.

Frank Stewart, formerly of London, Ontario, is now in the South-Western States as Division Manager for Producers Distributing Corp.

The late Mr. Charles Berman of United Artists also gained considerable experience in Toronto, being a pioneer World Film man here, before going to New York.

Serials Becoming Popular Pathe in the Lead

It is indeed remarkable to note the strong hold that serials again have on the public. Never before, perhaps, in the history of the Dominion have serials been shown in as many theatres as is the case at the present. Serials are being run regularly in theatres that in former years disdained their showing. Undoubtedly this is due to the high calibre of stories which are now being serialized. This is particularly true as regards the latest Pathe serial, "The House Without a Key." The story, plot, cast of characters and setting in this serial would do credit to the highest class super-feature production. Another reason for the renewed popularity of the serial is the method of production now used by the Pathe people. They have standardized a ten episode as the length of all serials they make and this has struck a popular chord, not only with exhibitors, but with the public as well.

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Telephone Main 1881

"Beau Geste" and "Ben Hur" Scheduled For Winnipeg

"Beau Geste" and "Ben Hur" will be shown as road shows in Winnipeg this spring, with special orchestras and stage accessories. The theatre selected has not yet been announced.

"FLESH AND THE DEVIL" GOES OVER STRONG

Metro-Goldwyn-Mayer's feature "Flesh and the Devil," had its first run in Toronto recently at the big Uptown Theatre. It repeated the wonderful success that has attended this feature at its showing in New York City. The Uptown had perhaps the biggest week's business since the theatre was taken over as the parent house of the Famous Players Canadian Corporation's circuit.

John Gilbert, Greta Garbo, and Lars Hanson do magnificent work.

THE PROOF OF THE PUDDING

IS IN THE EATING--

HERE'S THE PROOF:

The Hudson Theatre, 675 Mount Pleasant Road, Toronto, has opened with De Luxe Motiographs, Gundlach Lenses, De Luxe Reflector Arcs, Cont-El-Arc Generator Set and Superlite Gold Fibre Screen.
The Clyde Theatre, Danforth and Luttrell Avenues, Toronto, has just opened with De Luxe Motiographs, Superlite Lenses, De Luxe Mazda Equipment and Sunlight Screen.
The Wonderland Theatre, West Toronto, has replaced with De Luxe Motiographs with Wells Mazda Equipment.

AND NOW:

We are installing two De Luxe Motiographs, De Luxe Mazda Equipped with Superlite Screen and Ross Lenses in the new Lyndhurst Theatre, Bloor Street, West Toronto, which opens Friday, March 4th.

FURTHER:

There are several more coming—particulars later. **SO:**

THERE'S THE PROOF — THINK IT OVER!

THE COLEMAN ELECTRIC CO. - 258 Victoria Street, Toronto

"Courtesy With Service"

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Michael Strogoff Hits Ottawa Right

Winter Sports Make Novelty Publicity Bids.

An exploitation campaign having many unusual angles was conducted in Ottawa, Ontario, for the presentation of Universal's European production "Michael Strogoff" at the Imperial Theatre, during the week starting February 19, this being the second run of the feature in Canada.

Mid-Winter Bicycle Race

One of the extraordinary stunts was the staging of a mid-winter bicycle race through the snow drifts of the Canal Driveway for the messengers of the two telegraph companies in emulation of Michael Strogoff's adventures across the Siberian plains as the courier of the Czar. Although a blizzard had just swept the Ottawa district, 15 of the local couriers rode their bicycles in this race and the winner was crowned the "Michael Stogoff of Ottawa," being given a gold medal. A silver medal and passes to the show were also presented. The idea of holding a bicycle race in the middle of February created a great deal of talk and a big crowd saw the event.

Convention of Teachers

A big coup was the placing of a private screening of the picture on the programme of the convention of the Teachers Institute of Ottawa on February 17. Trustees and teachers of the public and separate schools of Ottawa and neighboring centres attended this convention and, immediately following the annual banquet in the Chateau Laurier, they proceeded in a body to the Imperial Theatre for the presentation. No less than 590 attended, along with a number of officers from the local French societies who were also invited.

Skating Carnival

At a skating carnival on February 16, an annual community feature in Ottawa under the auspices of the local Playgrounds Association, a feature was a Michael Strogoff Competition for skaters attired in Russian costumes. Nobody ever realized that there were so many Russion costumes in the city and the judges had an interesting time awarding the prizes which were passes to the theatre.

Ski Race

Still another unusual outdoor feature was a Michael Strogoff ski race up through the Gatineau Mountains near Ottawa under the auspices of the Ottawa Ski Club which has 2,200 paid up members. This was held February 19 with many men and women contestants who were divided into classes. The snow-covered Gatineau district was likened to snowy Siberia and the event caught the popular fancy. This also secured much publicity in the club magazine, newspapers and otherwise. Theatre passes were also given for this feature.

Service Club Dance

At the annual St. Valentine's Dance and Bride Party of one of the big local service clubs in the Rose Room, Ottawa, on February 16, which was attended by over 300 prominent local business men and their wives, Michael Strogoff passes were given for bridge prizes and door prizes and the master of ceremonies made special reference to the engagement at the Imperial in awarding the prizes. A stunt here was a summons against several members who had allowed their automobiles to be parked on the main street outside too long. They were brought up before a "court" and made to promise that they would attend the Imperial Theatre, after which they were given passes to do so.

Ladner Bill Tie-Up

An unusual tie-up was secured with the introduction in the Canadian House of Commons of a Bill to amend the Canadian Copyright Act by L. J. Ladner, a member from British Columbia, when reference was made to the publication of "Michael Strogoff" by Jules Verne 50 years ago, when there were no copyright laws to protect the author. Since that time, the book had been published in 19 languages and sold throughout the world. How much this would have meant to the author and his estate could be estimated as very considerable.

24 Sheet Stands

In addition to special newspaper advertising, Manager O'Regan of the Imperial Theatre, used a considerable number of 24-sheet stands and empty windows were filled with smaller posters and window cards. Strogoff heralds were distributed, Strogoff table napkins were used at restaurants and soda fountains and there was an appropriate lobby display as well as other minor details.

Capitol, Winnipeg, Celebrates Its Seventh Anniversary

The Capitol Theatre, Winnipeg, observed its 7th anniversary starting February 14, when this magnificent theatre was en fete. The Capitolians under Earl Hill had prepared a splendid programme and the feature picture, "New York," was voted one of the finest of the season and had in it enjoyment for all classes of theatre patrons. E. A. Retallick, is now manager of the theatre, the responsibility being left with him on the departure of H. M. Thomas to the coast and the resignation of Cliffe Schufele after three months as representative of Mr. Thomas in Winnipeg.

LAST MINUTE NEWS

Hyman Rottenberg, of the Chateau Theatre, Toronto, was fined $20.00 without costs for crowding the aisles of his theatre. The evidence was not very strong, but Hyman paid the fine.

Bill in Indiana Legislature hits at film monopoly, providing that it shall be unlawful for any corporation to compel a motion picture theatre owner to lease more films than he wants. The Bill is sponsored by the Motion Picture Theatre Owners of Indiana. Frank J. Rembush appears to be the leading spirit behind the introduction of the Bill.

Catholic and National Unions of Montreal to ask Royal Commission sitting in connection with Laurier Palace Theatre fire for the total exclusion of children under the age of 16 from moving picture theatres whether accompanied or not.

Theatre roofs must be kept clear of snow in Ontario and Quebec according to an order from the Government, since we have had a wet winter, snow has not been a burden.

Projectionists in Alberta are governed by the following rules: Three government examinations which must be passed in electricity, mechanics, appliances and public safety. Age limit 18. Five hour shift regulation and a test after going through an apprenticeship period. This information became public through a recent announcement made by G. P. Barber of Edmonton, chief inspector of theatres, Province of Alberta. A projectionist may lose his license for so many instances of either liberties taken or carelessness, violation of public safety, that there is little danger of trouble from this source.

Reports that Orpheum and Keith-Albee Circuit will merge with two picture circuits involving an investment of over $100,000,000 was confirmed by S. Laz Lansburgh, counsel for the Orpheum Circuit and also director and promoter of the enterprise.

Texas Guinan's 300 Club raided, Tex, Lenore Ulrich, Henry Hill, Beatrice Lillie and about two hundred Broadway patrons were among those alleged to have been in the club during the raid. "Tex" was arrested charged with possessing and selling liquor, contempt of court.

"A Night of Love" sounded so interesting that the Censor Board of Toronto is in doubt about it. Those who have seen the picture state that the title is the only suggestive feature.

"Evening Clothes"

Lilyan Tashman will have an important role in Adolphe Menjou's newest starring vehicle for Paramount, "Evening Clothes." Luther Reed is directing the picture, the supporting cast of which includes, in addition to Miss Tashman, Virginia Valli, Louise Brooks, Noah Beery and Lido Manetti.

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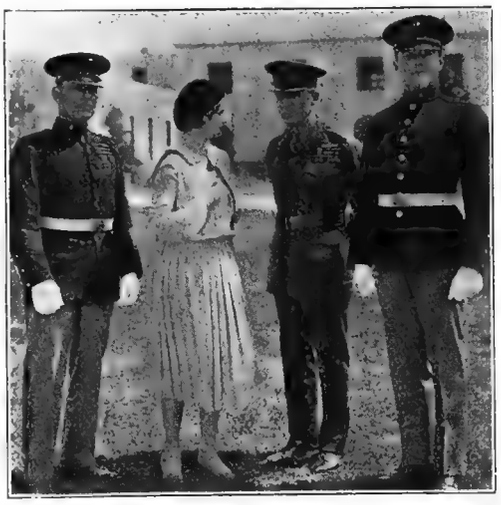
Round About the Studios



"Tell It To The Marines," starring Lon Chaney, supported by Eleanor Boardman and William Haines. A Metro-Goldwyn-Mayer production which is making the box-offices of exhibitors show profits.

"The Wisecrackers," "Bowers Novelty Comedies" and "Standard Comedies" are in the short product line-up for F. B. O. for March. "Survival of the Fattest" and "Cry and Get It" are the titles of the March Wisecracker series, which are all taken from the humorous stories by H. C. Witwer. In this series are featured Al Cooke, Kit Guard, Lorraine Eason and Thelma Hill. Direction is by Del Andrews.

Jobyna Ralston and Richard Arlen were married recently at Riverside, at Southern California's famous "Place of Honeymoons," the Mission Inn.

Miss Ralston and Arlen admitted their engagement several months ago, shortly before the latter left for a long location trip with the Paramount "Wings" company, and announced that they would be married sometime in February. Arlen returned to the studio last week only to find that Miss Ralston had cast to play opposite him in the production as his sweetheart.

Arthur Morrison, well-known character actor, has been added to the cast of "Bayo-Nuts," a war comedy which Frank Griffin is producing for First National. Charlie Murray and Geo. Sidney are the featured players, and Natalie Kingston is leading lady. Del Lord directs.

"Is That Nice" is the title of the George O'Hara picture for F. B. O. The story was written by W. A. Sinclair and direction by Del Andrews. Pretty Doris Hill plays opposite O'Hara.

Ray Rockett is producing "See You in Jail" for First National Pictures. Burr McIntosh plays the role of a crusty judge in a Los Angeles court, and William Orlamond enacts the part of a comedy inventor. Joseph Henaberry is directing the picture.

Jocelyn Lee, one of the few redheads in pictures, has been cast by E. H. Griffith, veteran director, to play the vamp in "Afraid to Love," Florence Vidor's next starring release for Paramount. Clive Brook is leading man of the picture.

Billie Dove, famed for her beauty, will have the opportunity of wearing some gorgeous gowns in "The Tender Hour," the George Fitzmaurice picture for First National, which John McCormick is to produce. Ben Lyon will be featured with Miss Dove in this romantic tale from the pen of Carey Wilson.

Vera Reynolds, Wampas Baby Star of 1926, admirably has justified the confidence of the Western Association of Motion Picture Advertisers who elected her to that honor. Since her election she has been starred individually in four feature productions by Cecil B. DeMille, her current starring vehicle being "The Little Adventuress" which William de Mille is directing.

Tom Tyler in "The Sonora Kid" and Bob Custer in "Terror of the Bar X" are western features released by F. B. O. in March. Percy Pembroke directed the latter from the story by George M. Johnson. Ruby Blaine plays the female lead opposite Bob Custer. Tyler's vehicle was taken from the story "Knight of the Range" by William Wallace Cooke. The director was Bob De Lacy with Peggy Montgomery playing the opposite lead.

Bebe Daniels, who is of Spanish descent, is to have one of her screen ambitions fulfilled. She is to play in a picture with a Spanish background.

The Paramount comedienne's next starring vehicle will be "Senorita," an original by John McDermott. Its locale will be South America, with the star portraying the role of an adventurous girl.

"Mademoiselle Jockey," has been postponed until after the South American story.

Alan Hale, the director, is about to become Alan Hale, actor, again!

For the next few weeks Hale will lay aside his megaphone and don the greasepaint once more to play the featured heavy role opposite Leatrice Joy in "Vanity," her next De Mille feature. His return to the acting ranks, however, will be but a temporary one, and only because it has been necessary to postpone the starting of his next picture—the first of four he will direct for De Mille-Metropolitan during 1927.

Eddie Cantor's next Paramount screen comedy following "Special Delivery" will be "The Girl Friend," an adaptation of the musical comedy which ran for a year in New York. "Good Service," will follow "The Girl Friend."

"Hollywood's chart is the studio chart," says Al Boasbert, comedy instructor, gag man and title writer of F. B. D., to Ray Murray, the "Herald's" Western representative. Al is titling "Her Father Said No."

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Delaney-Maloney Fight Booked Famous Circuit

Canadian Educational which secured the big fight picture for world championship, which "cleaned up" for exhibitors across Canada, has put over another winner in the "Delaney-Maloney" fight picture which determines who will meet the Heavyweight Champion, Gene Tunney, for world honours.

It is a matter of history now that Maloney won the right to challenge the World Champion in his bout with Jack Delaney at the Madison Square Garden where 19,000 reserved seats were filled and the management was obliged to refund between $75,000 and $80,000 in cold cash for lack of accommodation.

More than 50,000 applications for seats were received and about $200,000 in seats applied for had to be rejected.

This will give some idea of the interest evinced in the man fit to fight the reigning Monarch of the Ring.

F. B. O. Releases For March Number Eight

The F. B. O. release schedule in Canada for the month of March will be comprised of eight pictures, according to the announcement of Joseph P. Kennedy, president of the company. These will consist of one Gold Bond, two westerns, one George O'Hara vehicle, two "Wisecracker" Comedies, one Bowers Novelty Comedy, and one Standard Comedy.

The Gold Bond is "Moulders of Men," the big Elks special, starring Conway Tearle and Margaret Morris. The story for this was written by John Chapman Hilder, Managing Editor of the official Elks Magazine. Direction is by Ralph Ince.

Laura La Plante Jewel Booked For Early Date

"The Love Thrill," Laura La Plante's new Universal-Jewel production, has been booked to be shown in the new Roxy Theatre at an early date after the opening of that new Broadway picture palace in March, it was announced early this week by Universal upon the compeltion of the arrangement.

The showing of the new La Plante picture will be a pre-release run, the production being scheduled for general release May 8. The photoplay recently was completed under the direction of Millard Webb.

"The Love Thrill" was written by Millard Webb and Joe Mitchell. Tom Moore, Arthur Hoyt, Nat Carr, Jocelyn Lee and Bryant Washburn are in the cast.

Messrs. Golding & Spencer To Manage Opera House

A change has been made in the management of the St. John Opera House by which Mr. Walter H. Golding of the Imperial Theatre and Mr. F. G. Spencer of the F. G. Spencer Amusement Company, both of St. John, who have taken over the joint management of the Opera House. These are two such well known theatre and motion picture men of such wide experience, that the success of the undertaking is already assured.

It is stated that every encouragement will be given for locally produced concerts or plays and the best of road shows will in future find a booking here. At present the Opera House is showing pictures.

Mayor J. P. Balharrie May Not Be Mayor

A rumour reports an alleged move on to introduce proceedings for the removal of Mayor J. P. Balharrie of Ottawa, Ontario. If the court action is successful, the next in line for the mayor's chair is P. J. Nolan, proprietor of the Rex and Columbia Theatres, Ottawa, who was runner-up in the 1927 civic elections for the mayoralty. Mr. Nolan has already served, as an alderman of the city for several terms.

Emil Jannings Starts First American Production

Production of Emil Jannings' first American-made starring picture, "The Man Who Forgot God," has begun at the Paramount West Coast studio.

Victor Fleming will direct. Belle Bennett, famous for her characterization in "Stella Dallas," will play opposite the accomplished Continental star. Lil Dagower, former UFA star, has the "other woman" role. The adaptation of the original story was made by Lajos Biro and Jules Furthman and Furthman prepared the screen play.

Metro-Goldwyn-Mayer Features In Distribution

In answer to numerous inquiries it can be stated on the authority of Regal Films Limited, Canadian distributors for Metro-Goldwyn-Mayer, that contracts are now being taken on the three super-productions, "The Fire Brigade," "Tell It To The Marines" and "The Scarlet Letter."

The Langer circuit of vaudeville and motion picture houses in Vancouver, B.C., have been acquired by the Famous Players Canadian Corporation. The houses passed into the control of the new owners, Feb. 21.

Babe Ruth, First National Star to Swat

Contract Arranged so Babe Can Resume Baseball in Spring

Richard A. Rowland, general and production manager of the company, made it clear that the great Sultan of Swat, Babe Ruth, would not be permanently lost to baseball, although he has signed a healthy contract to star in First National pictures.

The agreement called for Ruth to start in his new role as film star playing opposite Anna Q. Nilsson in a production called "Babe Comes Home," early in February. Ruth is expected to finish his camera work the end of the month, which will allow him ample time to resume his spring baseball practice at St. Petersburg, Florida.

The King of Swat was on a vaudeville tour of California when offered the screen chance by John McCormick First National's West Coast production manager. Babe was figured to be the best possible leading man for the film version of Gerald Beaumont's baseball story, "Said With Soap," which appeared in the Saturday Evening Post of recent date.

In the movie part designated for him in "Babe Comes Home," the famous slugger will be seen in the uniform of the diamond in which he is idolized by millions. The story calls for a central baseball sequence, in which the celebrated Ruth bat is expected to shine with even greater brilliance than it does during the big league season. Miss Nilsson is cast as a worshipful laundry maid who falls a willing victim to the wiles and blandishments of the great pill swatter, as played by Ruth.

The signing of Ruth is in strict accord with the recently expressed policy of Mr. Rowland to secure famous "names" for new First National productions. Mr. Rowland is now in Burbank.

English Derby Presented In "Trainer and Temptress"

Another outstanding British production has come into Canada and bids fair to prove another winner for exhibitors. Regal Films Limited announces on another page of this issue of The Digest that it is now taking contracts on "Trainer and Temptress" starring the British favorites, James Knight and Juliette Compton. The story is built around the world famous "Derby Day," and shows the Epsom Downs Classic complete. It is a stirring tale of love, and adventure, with a strong comedy element through the entire production.

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Canada's New Prosperity London Financial Times

Tremendous Influx American Capital and Brains Cited.

The following extract from The Financial Times, London, quoted "Canada's New Prosperity," is by Anthony J. McMillan.

"Everyone in Canada is glad that after the political uncertainties of the last few years the country has now a Government with a sufficiently large majority to enable it to function properly — a stable Government — from which much will be expected during the present Parliament.

This fact alone is responsible for a certain amount of confidence in business circles, indicating as it does the probability of continuity of policy in dealing with the public affairs of the country. Added to this the fact that for three years in succession Canada has had excellent harvests, which, as a whole, have realised good prices, enabling the farmer to pay his debts and to purchase new commodities, thus stimulating business in manufacturing and commercial circles of the Dominion. During the last two or three years there have been very extensive developments all over Canada in connection with the pulp and paper industry, particularly in Quebec and Ontario. The mineral production of Canada, which has greatly increased within recent years, has added much to the wealth of the Dominion. In view of all this it is easy to understand the optimistic feeling prevailing in nearly every part of the country.

Last Autumn 1,200 members of the Investment Bankers' Association of the United States visited Canada to spy out the land with a view to making profitable investments there. For every erason it is desirable that some of our leading bankers and stockbrokers and others interested in financial matters should visit Canada on a similar errand.

I could quote the opinions of many other prominent men tending that to show that Canada has entered upon an era of great prosperity. But those given are sufficient to indicate the importance of the Canadian market to British merchants and manufacturers and to suggest to British financiers that a detailed study of Canadian conditions might prove both interesting and profitable, as it has too many great captains of finance and industry in the United States.

There are, of course, difficulties to overcome in Canada as in most countries, but Canadians are overcoming their difficulties and the way is being made easier by a tremendous influx of American capital.

Much of the work being done in Canada by American capital and American brains might just as well be done by British capital and British brains, with obvious advantage to the Mother Country in the way of larger orders for British goods."

COPYRIGHT BILL No. 45 GOVERNING MUSIC

"No theatre owner need worry about Bill 45, to amend the Copyright Act, which Mr. L. J. Ladner, M. P., has again introduced at Ottawa." This is the assurance of Col. John Cooper, who has handled the theatre owner's case at Ottawa for the past two years. "We have a written agreement with Mr. Ladner and with the Copyright Committee of the Canadian Authors' Association regarding all the contentious clauses and I am positive that this agreement will be observed. The Bill was printed in the same form as last year, because Mr. Ladner was unable to leave Vancouver for Ottawa in December when the House opened and when the Bill had to be entered upon the records. Mr. Ladner has since arrived at Ottawa and is preparing a memorandum showing the changes agreed upon with amusement owners, broadcasters and others."

It is probable that a committee of amusement owners will interview the Dominion Government some time during March to ask for amendments to the Copyright Act which are not in Mr. Ladner's Bill. The amendments to be sought have been drafted but are subject to further consideration as soon as the judgment in the Regent Theatre case has been announced.

GEORGE LAW, MANAGER UNIVERSAL CANADIAN THEATRES

Announcement is made that George F. Law, who has been associated with the Universal Film Corporation's service for the past eight years in Winnipeg and Western Canada, has been appointed general manager of the corporation's chain of theatres in Winnipeg, the Lyceum, Starland and College. Harry Long, the present manager having decided to return to New York City to join the staff of Universal managers in that city. Clair Hague, general manager, Toronto, for Canada, was in Winnipeg recently and made the arrangements. Mr. Law was manager of Universal's Winnipeg film exchange for several years and recently has been special representative on the road.

Theatre Decoration

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WINNIPEG'S LEADING THEATRES COMPETE FOR BUSINESS

"The Canadian" - "The Better 'Ole" and "Michael Strogoff" Get Their Share.

Winnipeg's three leading theatres, situated within a stone's throw of each other, opened with three big pictures, Saturday, Feb. 19, with keen rivalry for business. The Capitol was showing "The Better 'Ole;" the Metropolitan "The Canadian," and the Lyceum "Michael Strogoff."

"The Canadian" was made in Western Canada, with Thomas Meighan and company, many of the large wheat areas being shown with remarkable faithfulness. Scenes along the Canadian Pacific Railway in the mountain region are also shown and these added to the natural beauties of the picture. The Canadian Pacific Railway took 5,000 tickets for Monday and Tuesday's presentations.

"The Better 'Ole" found many friends in attendance. It still makes a strong appeal to the British and with Syd Chaplin in the title role, is well done. "Michael Strogoff" is also a production with a wealth of appeal, and under the new manager, George F. Law, the Lyceum went after and got a big share of the opening day's business.

FIRST NATIONAL GIVING THE BOYS A MILLION

First National Pictures has given three boys a million dollars to spend! The boys happen to have spent millions before this — they being none other than Richard Barthelmess, star, Al Rockett, producer, and Alfred Santel, director.

A million dollars is to be spent on the filming of this new picture which will star Dick Barthelmess, aged 27, to be produced by Rocked, aged 33, and directed by Santell, aged 31. These men, though young in years, are veterans of the cinema, each has had at least ten years of actual experience behind him.

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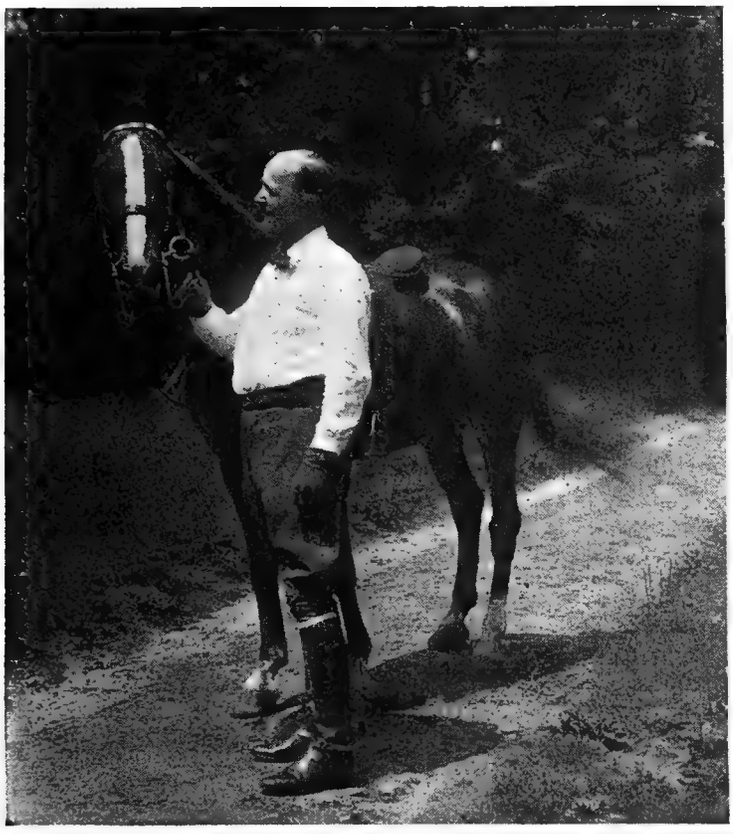
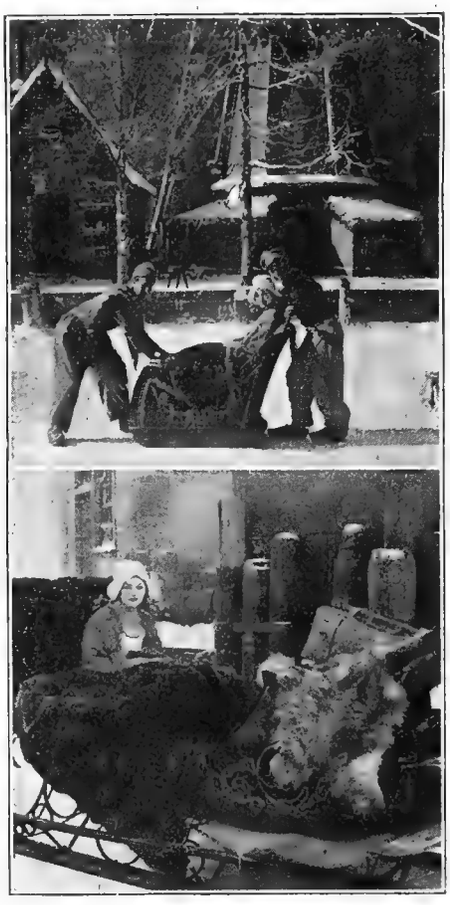
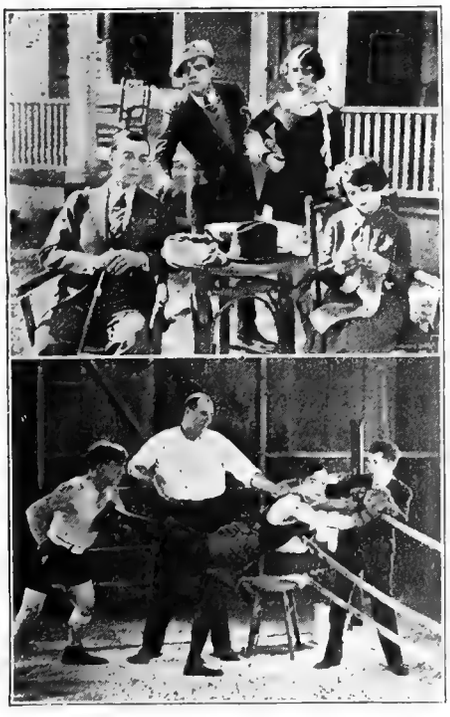


Earl W. Hammons, President of Educational Film Exchanges, Inc., is the proud owner of this full-blooded English Hackney, "Gay Boy." (Sire—Clayton 303, Dam—Irvington Patience.)



Scenes from Metro-Goldwyn-Mayer's Cosmopolitan feature, "The Red Mill," with Marion Davies.



Buster Keaton's "Battling Butler" still busting box-office receipts. A Metro Goldwyn-Mayer release.

Ralph Ince congratulates Tom Gallery on the latter's return to the screen. Gallery is playing the male lead in "Homestruck," to be released by F. B. O.

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2 Big Specials
5 Major Productions
26 Warner Winners
21 Warner Classics

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MONTH
IN
CANADA

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"Don Juan" and "The Better 'Ole"—no other pictures being shown today can compare with these two. Play them now while they're still playing at $2 on Broadway!

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CANADIAN MOVING PICTURE DIGEST

Vol. 18, No. 44. TORONTO 2, CANADA March 5th, 1927

PUBLISHED BY

CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

269 SPADINA AVENUE, TORONTO 2

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HARD-BOILED!

SOFT-BOILED!

MOTHERS!

They all flock to see

THE FIRE BRIGADE

at the Central Theatre New York

HUSBANDS!

SWEETHEARTS!

—and they all tell the manager

WIVES!

THEY LOVE THIS LOVE STORY!

TAKE A LIVE TIP FOR YOUR SHOWING!

"THOUSANDS of people have passed through the doors of the Central Theatre in three months of *'The Fire Brigade'*," says the Manager. "I have never heard an adverse comment. I have heard only the warmest praises. People tell me that this picture carries the finest love story of any picture they ever saw. That's what the public wants."

"IF I were asked to say what I consider the basic reasons for the public success of *'The Fire Brigade'*, I should say foremost its marvelous love story — plus the heart-throbs of that wonderful mother's devotion — against a background of really unforgettable thrills. Those are my tips to exhibitors based on what I have heard people say. That's the advertising angle that packs 'em in."

THE FIRE BRIGADE

METRO-GOLDWYN-MAYER

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DO NOT SUCCEED BY CHANCE;
THEY ARE MADE TO SUCCEED--

For Instance:

"Love's Greatest Mistake"

--with its 10,000,000 newspaper advertising
--with its 16,650,000 magazine advertising
--with its Liberty 1,500,000 advertising
--with its great box office title
--with its showman director

EDWARD SUTHERLAND who made "BEHIND THE FRONT" and "WE'RE IN THE NAVY NOW"

with its All-Star Cast—

EVELYN BRENT, WILLIAM POWELL
JAMES HALL, JOSEPHINE DUNN

Is Not a Lucky Hit;
Its Success was Assured

AND THAT'S
TRUE OF ALL

Paramount Pictures

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PARAMOUNT'S

Great Studios, East and West, are Ablaze with Activity, Delivering with Clocklike Regularity the

Greatest Pictures in History!

Hits of the Past Like—

"THE QUARTERBACK"
"WE'RE in the NAVY NOW"
"CAMPUS FLIRT"
"STRANDED IN PARIS"

Are Just Hints of the Big Ones of the Present—

"THE KID BROTHER"
"IT"
"SORROWS OF SATAN"
"HOTEL IMPERIAL"

The whole Motion Picture World gave

PARAMOUNT

The Box-Office Verdict for 1926-7.

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MONS

A Dramatic Epic of the World War

Produced in England in Co-operation with the British War Office

"Mons" is Dramatic, Romantic, Humorous and Historical

Extracts from London Press Reviews

Daily Mail—"Mons" is a worthy successor of that great war picture "Ypres" and deserves to be shown in every cinema throughout the empire, not only for its patriotic appeal, but also because it grips and surges the emotions in an overwhelming fashion. The greatest possible success is bound to attend "Mons" wherever it is shown.

The Times—"Mons" is a film which is more moving than we should have believed possible in present condition of kinematography.

Daily Express—Our national screen triumph. The most noble picture produced on this or any other country.

Daily News—Walter Summers, who has directed the Mons picture, has succeeded in producing the best war film that has yet been shown on the screen.

Evening News—Another very fine British film was shown to an invited audience today. "Mons," the officially approved screen record of the great story of the Old Contemptibles....This film is likely to have a greater success than even the great war films of "Ypres" or "Zeebrugge." The producer deserves credit for making a film which should be preserved for all time.

Evening Standard—"Mons" is the film of the week. It must be agreed that with "Mons" Mr. Summers reaches a higher standard even than he did with "Ypres."

Like most of the Big Box Office Hits "Mons" can be Booked Only from

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Mack Sennett Two Reel Comedies

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Comedies with Bunches of Laughs in every Scene

Favorite Stars in every Release and as Carefully Produced as the Biggest Feature Picture

Each a Real Box Office Attraction

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FIRST NATIONAL'S BIG SPECIAL—

McFADDENS FLATS

STAYS THIRD WEEK N.Y. STRAND

Presented by
Asher, Small and Rogers
Story by Jack Wagner and Rex Taylor
Produced Under Management
Edward Small
A Richard Wallace Production

PURELY ON MERIT—

PROVING

CHARLIE MURRAY AND CHESTER CONKLIN

THE GREATEST COMEDY TEAM IN HISTORY

THE 4TH PICTURE TO STAY FOR 3 WEEKS IN THE STRAND'S 13 YEARS HISTORY

Members of Motion Picture Producers and Distributors of America Inc.~Will Hays President

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T'was ever thus

Just when the other fellow gets ready to shout to the skies--"we got 'em licked"--up steps the announcer who says--First National has the biggest money maker of the year in "McFadden's Flats" --they have stampeded the opposition by signing Babe Ruth to make "Babe Comes Home" and they have startled the industry with the announcement of a two million dollar expenditure to produce that greatest of all stage marvels--

THE MIRACLE

Aye—*it was ever thus*

FIRST NATIONAL

FIRST

BILLIE DOVE — LLOYD HUGHES
in a pip from Broadway
AN AFFAIR OF THE FOLLIES

KEN MAYNARD
in the peer of all Westerns
THE OVERLAND STAGE

MILTON SILLS — MARY ASTOR
in a box-office bear
THE SEA TIGER

CHARLIE MURRAY — CHESTER CONKLIN
in the house record breaker
McFADDEN'S FLATS

ROBERT KANE'S
super dreadnaught of thrills
CONVOY

ANNA Q. NILSSON — KENNETH HARLAN
will make your profit
EASY PICKINGS

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Canadian Moving Picture DIGEST

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RAY LEWIS
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"Oh! Dirty-Dirty"

THE DRAMA has been raided, "The Captive" has been stopped through the influence of Adolph Zukor, President of the Famous-Players.

That very fine actress Helen Mencken was among the players arrested.

As we read of the state of the Drama; and look over the titles including "The Virgin Man," who must have dropped from Heaven, and "Sex," we, of the Motion Picture World can exclaim by way of comparison, "Thank God we're pure."

A Censorship Bill has been presented to exercise its scissors on the Drama.

RAY LEWIS

We are inclined to favour the Drama, but after viewing some of the plays presented, and reading the reviews of others, we feel that the producers of the Drama need some guidance.

The Committee of Nine, as sponsored and headed by Winthrop Ames, would be the better idea if the Drama can secure another chance to make good without legalized censorship.

Freedom of expression is the urge of the modern age which has presented a veritable revival of the classics of Literature, reprinted in special form, so as to be within reach of the purse of all.

Among the classics have been the De Maupassant, Balsac, Boccacio, Schnitzler versions of the Divine Comedy of Life; and a host of memoirs and other translations from the French, German, Italian and Russian classics which are fairly tough meat for even the intelligentzia to digest, but which have whetted the appetite of the mob, furnishing that "kick" or "thrill" for which the beardless youth and the breastless flapper, appear to be seeking.

The market value of these has been an inspiration for our modern writers of fiction and drama; and self-expression on the physical as well as the mental plane, be it license or obsession is fairly well rampant.

We have instances of this cycle throughout the past, followed by a puritanism which insisted upon suppression under pain of death.

But the old ones die off and the new ones are born; and the quest for experience continues.

God's people insist upon being thrilled upon earth; and prohibition, although legally garrisoned, is illegally invaded.

What is then the happy medium which will inspire and not degrade?

It is for the Drama to discover this. The era which made Shakespeare and the classics popular certainly was not squeamish about calling "a spade a spade," but when you say, "a plague upon your heart, base harlot," it has a certain cadence, whereas "go to blankety-blank-blank," might be strongly climatic, but it isn't said in good society.

There have been too many such words in our recent dramas, which have been the means of providing thrills.

The evolution towards the risque which started with twin beds, followed by suggestions of polygamy, followed by all the "cuss" words out of the dictionary, has been succeeded by the presentation of the beast in man, motives and desires which the kingdom of wild and domesticated animals are innocent of.

The reaction upon the Screen, which borrows from the Drama and current Literature, is not conductive to the Screen's progress along the lines which appears to be its destiny, although even with this borrowing of Raiment, the Screen never dragged its skirt through the gutter as did the Drama.

The Screen remains true to form, it retains its shapely presentation of being a Flapper, and enjoys being naive in love and experience. It flirts a bit with "The Devil," but it begets nothing from him.

I think that in place of a censorship for the Drama that some one with authority should take a club and hit the producer of such titles as "Seducing Jimmy." This latest play is publicized as ready for production providing the Drama is acquitted. The Screen has managed to establish a powerful following without offending the laws of decency and good taste.

It is time the Drama rid itself of its seductions and gave us a few children born with intention.

Ray Lewis

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Announcement

With the opening of the ne
MOUNT organization which
all of the outstanding hits of
pleasure in announcing the Sh
the PARAMOUNT NEWS RE
COMEDIES.

Arrangements for the develop
tion has been under way for
in its field both here and abro
this mammoth organization, it
political, racial or commercial
will of the Canadian public.

The PARAMOUNT NEWS-
will be handled and directed b
leaders who has been in this
years. Negotiations have alrea
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and the plans for speedy dev
prints to exhibitors twice wee
paramount consideration in thi

The two-reel COMEDIES will
of short subjects possible for m
preparations are being rushed
pictures which will enable us
program — FEATURE, NEW
every one of our exchanges w
of accounts — big and small, fi

WATCH FOR COMP

SHORT FEATU

Paramount Pictures

Famous-Lasky Fil

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Extraordinary!

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tures department, embracing
AGAZINE FEATURES and

the NEWS-REEL organiza-
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policy.

ported by the very finest type
nd organization to make, and
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EL and COMEDIES. Thus
able to take care of all types
and small-town.

DETAILS OF THE
READY SOON!

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Ray Presents

CANADA will not have a Jubilee picture in 1927 unless the U. S. with its progressive, aggressive policy, "steps on the gas" and produces an Epic of Canada for British Empire distribution in particular, and also U. S. distribution.

* * *

Canada apparently has fallen down on the job, although there was a great deal of talk in connection with same; and names for production nearly mentioned.

* * *

WE have had Epics of the U. S. such as "The Iron Horse," "The Covered Wagon," and to come, "Old Ironsides," not forgetting the score of other pictures in which U. S. history played an important part.

* * *

An Epic of Canada would be bountiful with colour. All you have to do is read Canadian History. The Jesuit tales are thrillers; and the War of 1812 which made the United Empire Loyalists history, should prove as interesting on the screen as the other side of the story which furnished Boston with its famous Tea Party.

* * *

WHILE I am on the subject of handing out ideas I might as well for full measure suggest that the U. S. was at one time Canadian territory and the story of its rebellion would belong in an Epic of Canada and help the picture for U. S. distribution.

* * *

THE Uptown Theatre will open Saturday with The Junior League Review. "The Junior League," a society composed of Toronto's younger social set, present a yearly review which is the "talk of the town."

* * *

The girls are gifted, breezy, young and beautiful. Everybody knows everybody, and everybody wants to see everybody so that they can be "in the swim."

* * *

THIS is just what the box office needs this Spring. "Is Spring here?" Yes, a glimpse of it in Toronto.

* * *

Jack Arthur is to be congratulated in arranging the presentation at the Uptown in co-operation with Creed's, Limited, who are dressing "the fashionable" in Creed's latest Spring fashions. Another box office draw since women all are desirous of seeing what to wear, and the men desirous of seeing how the women wear what they are wearing.

* * *

"Wolf's Clothing," Warner Bros., Monte Blue production, is scheduled for Pantages, Toronto and Hamilton, at an early date.

* * *

This same feature will be the second attraction showing at Roxy's Theatre, when it opens.

* * *

RUMOURS are reporting the opening of The Strand, Yonge St., Toronto. The house, after Shea departed therefrom, has had everything from "soup to nuts" by way of entertainment. Its latest venture was burlesque.

* * *

It now is reported that it will open with vaudeville and pictures. Some say Vitaphone and Warners because a certain gentleman from Galt, Ont., who happened to be associated with Vitaphone has been "dickering" with The Strand owner for a lease.

* * *

BE that as it may, when we become "wet all over," it may be that coming downtown for dinner and a little moisture may be an inducement to come down. Besides, the reported C.P.R. hotel on Front Street should have a few people looking for somewhere to go; not forgetting the few other hotels mentioned; and who knows but that King and Yonge Sts. may again see a little life after dark?

* * *

There is "The Regent" in the way of the night crowd, The Tivoli and Vaughan Glazer in that vicinity, or near enough to be counted opposition, yet if one was a gambler with a new presentation such as Vitaphone, or Movietone, who knows which way "the wind might blow?"

* * *

ANNE Nichols' Bonanza, "Abie's Irish Rose," smelt so sweetly box-office to Famous that it is said Famous will secure this "Rose of the Drama" for screen presentation, the price $300,000.

* * *

I HEAR a lot of talk about "an Irisher" called Molly O'Day, the sister of Sally O'Neil. First National are calling her "My Wild Irish Box-Office Bet." She is appearing with Richard Barthelmess in "The Patent Leather Kid," no more relation to Harold Lloyd's "Kid Brother" than Paramount's "The Way of All Flesh" is related to Metro's "Flesh and the Devil."

By the way, "The Patent Leather Kid" is so good I hear that First National executives are toasting each other all over the place.

The quality of "The Kid" inspires good-fellowship. Here's hoping. There is nothing I like better than a good picture; and the better it is the better I like it. Here's to "The Patent Leather Kid," may it be even better than its good prophets say it is. When is a prophet profitable? When he shows a profit — Ouch!

LAST MINUTE NEWS

Syndicate reported as seeking site for theatre, London, corner of Dundas and Wellington Sts., opposite new million dollar hotel. Rumour connects Shuberts Ltd., as inquiries for a theatre site on the southwest corner occupied by Bank of Toronto had been made to C. E. Bernard, owner of the property.

William Brady announces "I'm here" as the Rev. John Roach Straton talks about "How to stop indeceny on the stage and other criminal obscenity." Dr. Straton, Justice Harmon Black and John Ford, speakers, advocated enforcement of the laws against obscenity as best means of censorship.

An editorial in the Sydney Record, Sydney, N.S., talks of Will H. Hays and quotes him as follows: "The Motion Picture has carried the silent call of honesty, virtue, patriotism, hope and love to audiences speaking fifty different languages." The editorial feels that Mr. Hays is naturally a biased witness, but admits "it is not to be questioned that the screen has taught some very useful lessons and in many instances has been helpful in both the educational and moral fields."

City Architect Woolnough's proposal that theatres in Toronto of all sizes must be of fireproof construction throughout was accepted by the property committee Feb. 25th; and now the matter rests with the city council. Any alteration to increase the seating capacity of existing theatres may only be effected if the whole building is made fireproof.

C. E. Ames, representing Warner Bros. with dog, Rin-Tin-Tin, was in Cranbrooke, B.C., calling on A. C. Blaine, of the Star Theatre.

James Hendrick, manager small theatre, Montreal, was fined $50 for allowing a child to enter his theatre without a guardian.

Cliffe Schufele Leaves For Chicago

Cliffe Schufele, manager of the Lyceum Theatre and later the Capitol, Winnipeg, for one year and a quarter, left for Chicago, Feb. 26, and E. A. Retallick is now the manager of the Capitol, with George Law, of the Universal's staff, in charge at the Lyceum.

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Round About the Studios

"Senorita," Bebe Daniels' newest picture for Paramount officially went into production.

"Senorita" is a joyous comedy-drama of an American girl who impulsively dons the garb of a Spanish caballero and in that guise visits her grandfather in South America.

The opening scenes being made at the Del Monte location introduce Miss Daniels as a polo player adding yet another accomplishment to this athletic little star's already long screen list. Direction under Clarence Badger.

"Salvation Jane" for F. B. O. presents Viola Dana in the title role. Her supporting cast includes Parks Jones, Fay Holderness and Erville Alderson. This is a product of the direction of Phil Rosen, who won so much fame as the director of "Abraham Lincoln."

Laura La Plante finished the Owen Davis play, "Beware of Widows," under the direction of Wesley Ruggles, just in time. The recent storm flooded Universal City and carried away the property houseboat. The cast of this New York stage success includes Bryant Washburn, Walter Hiers, Frank Currier and Paulette Duval. Ruggles will next direct Miss La Plante in Cyril Harcourt's play, "A Pair of Silk Stockings."

"Hills of Kentucky," is Rin-Tin-Tin's latest starring vehicle, a print of which has just been received from the coast by Warner Bros.

In support of Rin-Tin-Tin are Jason Robards, Dorothy Dwan, Tom Santschi, Billy Kent Schaefer, Rin-Tin-Tin, Jr., and Nanette. The film is based on the story, "The Untamed Heart" by Dorothy Yost. Howard Bretherton directed from Graham Baker's scenario.

The last of the full length features for February for F. B. O. was "When A Dog Loves" featuring "Ranger," the well-known canine star. Harold Goodwin, Helen Foster, Frank McGlyn, Jr., Dorothy Dunbar and Irvin Renard are in the supporting cast. J. P. McGowan directed.

Anna Q. Nilsson has designed and made over half of her wardrobe for "Babe Comes Home," in which she heads the cast opposite Babe Ruth, baseball star. It is being produced by Wid Gunning for First National Pictures.

"Uneasy Payments," an F. B. O., features Alberta Vaughn as a stage-struck country miss who finds it very "uneasy" to live in "the big city" on the installment plan. Miss Vaughn is supported by Jack Luden, Gino Corrado, Eugene Stone, Victor Potel and Betty Francisco. David Kirkland directed.

Molly O'Day has been cast as leading lady for Dick Barthelmess in "The Patent Leather Kid," the Alfred Santell production which will be a First National special.

Molly is a youngster, and her only screen experience has been in comedies. Yet she drew the role of "The Golden Dancer" in "The Patent Leather Kid," a part that calls for genuine dramatic ability as well as a screen personality.

Dorothy Arzner, new woman director for Paramount reports that she is having a difficult time filling the quota of fifteen beautiful mannequins required for a style show in her first picture "Fashions for Women," starring Esther Ralston.

The title of Universal's lead-off serial for next year has now been definitely decided. It will be called "Blake of Scotland Yard." Hayden Stevenson will be starred and Robert F. Hill will direct. The story was the joint effort of George Morgan, Arthur Henry Goodson, and Robert F. Hill.

James Cruze has been assigned by Paramount to direct "Beau Sabreur," Christopher Wren's sequel to "Beau Geste." Production will soon get under way.

Gloria Swanson and S. L. Rothafel (Roxy) sign the contract by which "The Love of Sunya," Gloria's first picture for United Artists, opens the new Roxy Theatre, New York City.

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Metro-Goldwyn-Mayer With Short Subjects

A News Reel Also For Good Measure.

Metro-Goldwyn-Mayer have launched their Short Subject policy which will include a News Reel to be produced by the Hearst News Service, Inc., one thousand feet of news-reel twice a week. In connection with the Short Subject programme there is an affiliation with Hal Roach which brings "the gang" into the Metro-Goldwyn-Mayer fold as "Their Babies."

In commenting upon the Short Subject and News Reel Presentation, Mr. Nicholas Schenck, First Vice-President of Metro-Goldwyn-Mayer, is quoted as follows:

"The addition of the M-G-M News Reel and M-G-M Short Subjects to our elaborate feature picture and road show enterprises has been made by Metro-Goldwyn-Mayer in response to constant pressure from theatre owners who have felt that the M-G-M standard of production must eventually be broadened to cover every type of screen entertainment.

We have been moved to act by the conviction of hundreds of exhibitors that their audiences whose patronage at the box-office has established the entertainment superiority of Metro-Goldwyn-Mayer features will welcome the opportunity to see in one theatre a complete program of Metro-Goldwyn-Mayer quality throughout." The quote is from the Exhibitors Daily Review.

In addition to "Our Gang," the comedies offered under the M-G-M trademark will be ten comedies featuring Charlie Chase, ten featuring Max Davidson, six western comedies and six other comedies with well-known stars.

HAROLD LLOYD ARRIVES

Harold Lloyd and his wife, Mildred Davis, one of Hollywood's best known film couples, have arrived in New York City.

Lloyd, who recently completed production upon "The Kid Brother," the comedy photoplay which is now taking the country by storm, will begin preparations for his forthcoming vehicle while in the Eastern metropolis. Actual production will not begin, however, for several months.

Also while in New York, the Lloyds will attend the premiere of Paramount's "Too Many Crooks," the picture which marks Miss Davis' return to the screen after an absence of four years.

DOLORES COSTELLO ILLUMINATES BROADWAY WITH HER NAME

When "The Third Degree," one of Warner Bros. feature pictures opened at the Paramount Theatre recently, Dolores Costello, the daughter of the one-time screen idol, Maurice Costello, enjoyed the distinction of seeing her name in electric lights on Broadway in two pictures at the same time. This unusual happening falls to a young woman who had her name in electric letters for the first time at the premiere showing of "When A Man Loves" at the Selwyn Theatre.

Miss Costello, however, is not the only player to have the distinction of being featured in two films at the same time on the Great White Way, inasmuch as John Barrymore also has that honor in being starred in "Don Juan" at the Warner and in "When A Man Loves" at the Selwyn.

"STARK LOVE" HITS BROADWAY HARD

"Stark Love," Paramount's photo-drama of the natural life of America's hidden race, the mountaineers of North Carolina, Tennessee and Kentucky, is having its Broadway premiere. It is declared by critics to rank with Robert Flaherty's "Nanook of the North," and "Moana" and with "Grass." James Cruze, the director of "The Covered Wagon" and "Old Ironsides" has been quoted as saying that "Stark Love" will rank among the first five pictures of any year.

Option on Bob Custer's Contract Not Exercised By F.B.O.

After careful and serious consideration, F. B. O. has decided not to exercise the option on Bob Custer's contract, with the result that the young western star will finish the pictures scheduled for this season, including "Terror of Bar X," "Crashing Hoofs," "Bulldog Pluck" and "Galloping Thunder," and upon their completion, sever his connections with the company.

"Tell It To The Marines"

"Tell It To The Marines" means more than just a phrase to Eddie Gribbon. He plays the expert trouble-shooter in Lon Chaney's latest starring vehicle of that title.

Gribbon, as the hard-boiled marine, is the pal of William Haines, the fresh young rookie from Kansas City. The latter is always drawing down the wrath of Lon Chaney, his sergeant, upon himself and it is Gribbon who comes to his rescue and extricates him from his troubles.

The Season's Sensation Is "McFadden's Flats"

It Features Charlie Murray and Chester Conklin.

"McFadden's Flats," the Asher, small and Rogers First National special featuring Charlie Murray and Chester Conklin, which was held for the third week of its New York engagement, is the fourth picture to remain at the Mark Strand for more than two weeks since the theatre was opened thirteen years ago. The others to share the honor with "McFadden's Flats" were "Monsieur Beaucaire," "The Gold Rush" and "Girl Shy."

In order to accommodate the public, the starting hour was advanced from noon to 10.30 a.m. And business was terrific during the remainder of the first week, it is reported. It was held over for a second week. and in its third proved such an exceptional draw that it was only through pressure of bookings that it was taken off.

Sensational success for the picture is reported from many other key cities of the United States, indicating that the screen version will rival the great record of the old stage piece, which, it is figured, has been seen by more persons than any other footlights attraction with the exception of "Uncle Tom's Cabin."

"McFadden's Flats" is now in its third week at the Adams, Detroit, and a fourth week is thought necessary to handle the tremendous crowds who crowded for admission at the picture's premiere.

The Brooklyn Strand, for the second time in its history, departed from its rigid change of every week policy by holding the Charlie Murray-Chester Conklin feature over for a second week.

ROXY BOOKS P. D. C.'s "FIGHTING LOVE"

"Roxy" has booked "Fighting Love," a P. D. C. picture starring Jetta Goudal, for the new Roxy Theatre. It will be played there among the first half-dozen pictures seen in that house.

This is a production of the De Mille Studio, and was directed by William K. Howard. It is a story of the Italian Foreign Legion in Africa, and stamps Miss Goudal as one of the leading emotional actresses of the screen. The supporting cast is headed by Victor Varconi, Henry S. Walthall and Louis Natheaux.

Mr. Rothafel was extremely enthusiastic when the picture was screened for him. It will be distributed in Canada through Regal Films Limited.

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TORONTO THEATRES

UPTOWN — "Tell It To The Marines," with Lon Chaney, Eleanor Boardman, and William Haines — Metro-Goldwyn-Mayer. Class A. This is a real picture with an appeal which will cover all classes. It deserved the "big hand" it received after each showing. Lon Chaney as Sergeant O'Hara gives a performance which is equal in interest and intensity to any role Chaney has ever played; and proves that it is not the make-up which puts Chaney over as a powerful screen artist, but Chaney ability. There is magnetism about this artist that beats all the much discussed "sex appeal" you hear so much about in relationship to the screen's handsome "Willies." Eleanor Boardman does some fine reserved work, and William Haines as the "fresh green marine" is so natural and good-looking that his very freshness is an attraction. Here's an interpretation that might have just stepped out of a page in life. Corporal Madden, as played by Eddie Gribbon, does some telling bits, while Carmel Myers, somewhat lean-looking to be a tropical "lady of joy" is nevertheless appealing. The marine scenes are the real thing and the Chinese interest timely. The director, George Hill, is to be congratulated in giving his cast "their head," they certainly show the benefits of a direction which must have shouted through the megaphone "be yourself, don't try to act," and the result is great. Exhibitors will love this one and so will their public.

TIVOLI — "My Official Wife," with Irene Rich and Conway Tearle — Warner. Class B. Takes us back to the days of Clara Kimball Young, the story still holds the public's interest.

REGENT — "Kid Brother," with Harold Lloyd—Paramount. Class A. You wonder how Harold can live through what his director frames up for him, but he does and the audience appreciates the fact and are always ready for Harold's next. Harold does not disappoint them, he is the ever-ready Hickory kid and puts his comedy over with that genius which impresses itself as being done without any effort. The story gives Harold a chance to show some substantial acting, in addition to his "stunts," and Harold holds his own. Old Man Hickory is a farmer with three sons, two knotty and rugged as an oak, but the Kid Brother just the kind of a throwback which happens in a sturdy family, a timid, sensitive dreamer, great on ambition, but frail in physique, so "The Kid Brother" has to do the family washing, make the beds, etc. Old Hickory is the Sheriff and when he is parted from some Trust Funds, it is the puny one of the three Hickories who catches the thieves and wins the hand of the orphaned daughter of the country doctor. Incidentally, but we are telling it so that you will take notice, this daughter, as played by Jobyna Ralston, is a "humdinger." Walter James is the Hickory Sheriff, while Olen Francis and Leo Willis are the chips off the old Hickory, the three are as gruff and grown-up as a grizzly bear; and their acting is as good as they look, solid. Harold never did a better picture is our guess.

LOEW'S — "The Music Master," with Alec B. Francis and Lois Moran—Fox. Class B plus. Alec B. Francis gives a splendid interpretation as the "Music Master," made famous by David Warfield. Lois Moran is charming as the daughter and what a splendid little artist. We will hear more from this lady, her work registers intelligence. The kind of a picture father and mother will love. The story deals with a musician who is so engrossed in his music that his wife leaves him for "the other man," taking their baby daughter with her. After a period, in which the baby grows to girlhood, the father finds his daughter, the mother having died; and the "other man", furnishes "The Music Master" with an opportunity to pour out the anguish of the long years, against the man who stole his wife away from him, in a veritable flod of rage. Francis had a hard road to travel, since the David Warfield characterization is still a vivid memory, but Francis played the part with tenderness and dignity; and built up a strong characterization. The direction by Allan Dwan brought out all the values of the story. There is no breathless thrills and climaxes which carry you off your feet, but "The Music Master" is classed among the very good ones, which will please through its genuine merit, in its quiet, simple way.

PANTAGES — "Sensation Seekers," with Billie Dove and Huntley Gordon — Universal. Class B. The modern urge with its splash and dash. Interesting and providing entertainment.

Neighborhood Theatres

MADISON — "Butterflies in the Rain," with Laura La Plante — Universal. This fascinating star in a picture that registers as real entertainment. Class B.

BONITA — "Broken Hearts of Hollywood," with Patsy Ruth Miller—Warner. Class B plus. Patsy gets a big chance and the picture abounds in interest. Louise Dresser's work is outstanding. "While London Sleeps," with Rin-Tin-Tin —Warner. Class B plus. Rin-Tin-Tin gets a real chance to do some daring feats in this thrilling story of the slums of London.

PRINCE OF WALES — "Prince of Tempters," with Ben Lyon and Lya de Putti — First National. Class B. An excellent cast which helps to keep things moving. "Lone Hand Saunders," with Fred Thomson—F.B.O. Class B plus. Fred Thomson never disappoints. Good entertainment.

KINGSWOOD—"Fig Leaves," with Olive Borden—Fox. Class B. Miss Borden is always pleasing to behold, and in "Fig Leaves" you get a good look at her in addition to this eye-feast, her work is worthwhile. "Padlocked," with Lois Moran — Paramount. This charming star does some big work, and the picture is among the real ones. Class B plus.

QUEEN'S ROYAL — "Man-Bait," with Marie Prevost — P. D. C. Class B. Entertaining. Marie is a clever little comedienne and keeps things humming. "The Canadian," with Thomas Meighan — Paramount. Class A. A real Canadian picture, excellently directed and produced. Meighan has a he-man part, much to our liking.

MAJOR — "The Magician," with Alice Terry—Metro-Goldwyn-Mayer. Class B. A thrilling, mysterious story. Alice is her usual good-looking self. "Valencia," with Mae Murray — Metro-Goldwyn-Mayer. Class B. Fascinating Mae in a romance of sunny Spain.

(Continued on Page 16)

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TORONTO THEATRES

(Continued from Page 15)

PARK — Her Honor the Governor," with Pauline Frederick — F. B. O. Class B plus. Pauline is the never-failing favorite, and a real box-office draw. "Valencia," with Mae Murray — Metro-Goldwyn-Mayer.

REVUE — "Bardelys The Magnificent," with John Gilbert and Eleanor Boardman — Metro-Goldwyn-Mayer. Class B plus. Gilbert as a dashing romantic adventurer and Eleanor Boardman as the lady of his choice. Both do good work, a fine production. "Subway Sadie" with Dorothy Mackaill and Jack Mulhall — First National. Class B. A comedy with Dorothy at her best. Jack holding his own. Good entertainment.

PALACE — "Sorrows of Satan," with Adolphe Menjou, Ricardo Cortez, Carol Dempster and Lya de Putti — Paramount. Class B. Individual acting excellent. Directed by D. W. Griffith. "Paradise For Two," with Richard Dix and Betty Bronson. Pleasant evening's entertainment. Dix does excellent work, so does Betty Bronson. Class B.

ST. CLAIR — "Summer Bachelors," with Madge Bellamy — Fox. Class B plus. A snappy, spicy feature, full of pep, which "rolls" the money into your box-office and guarantees your audience a good time. "Sweet Rosie O'Grady," with Shirley Mason — Columbia. Class B. Shirley shows good form and the "hokum" goes over.

COLLEGE — "Summer Bachelors," with Madge Bellamy — Fox. "The Canadian," with Thomas Meighan —Paramount.

BEACH — "The Better 'Ole," with Syd Chaplin — Warner. Class B plus. Syd out of skirts and as "Old Bill" is the chief interest. "Strandin Paris," with Bebe Daniels — Paramount. Class B. Bebe in a role that suits her perfectly. Good entertainment.

CAPITOL — "Faust," with Emil Jannings — Metro-Goldwyn-Mayer. Class A. Something different, that goes over big. Jannings great as Mephistopheles and Camilla Horn as Marguerite, excellent.

OAKWOOD — "It," with Clara Bow —Paramount. Class B plus. Clara is a perfect flapper, and she sure does "flap" in "It." An Elinor Glyn, Clarence Badger and Paramount combination that spells "M-O-N-E-Y." "The Potters," with W. C. Fields — Paramount. Class B. Fields is a scream, and the family of Potters keep you amused.

"MICHAEL STROGOFF" PLAYS CAPITAL THEATRE OTTAWA

Harry O'Regan, general manager of Capital Amusements, Limited, Ottawa, has made a shake-up with the Capital Theatre, one of the three theatres of the Canadian Capital operated by the company. This house was dark two weeks while policies were being revamped and the first big booking is "Michael Strogoff" which opens Saturday, February 19, as a road show at $1.00 top, for its second Canadian engagement. The Universal special will later play the Royal Alexandra Theatre, Toronto, as a road attraction.

Manitoba Takes Tax Off Twenty-Five Cents and Under

The Manitoba Government, through Premier John Bracken, has informed the motion picture exhibitors of the province, that the Amusement Tax will be taken off theatre tickets, "25 cents and under." The Budget speech said, "Under 25 cents." This will not effect the admissions in rural districts where the theatres charge 35 and 50 cents a ticket and do not hold any matinee performances, except on Saturday and that only in the larger centres. It will benefit the matinee goer in Winnipeg and patrons of the second run houses at night, although the theatres have been absorbing the tax on 25 cent tickets and making the public pay the tax on the higher priced tickets, the 30, 40 and 50 cent seats. The exhibitors have not yet expressed any opinion on the matter to the government and a committee is still working on the problem.

G. Weeks States Famous Present British Pictures

Holds Four Days Conference in Winnipeg

Number of British-made pictures will be shown under the auspices of Famous Players Lasky Film Corporation, stated George W. Weeks, New York, general manager of distribution on his arrival in Winnipeg Feb. 26th to meet agents of the organization all over Western Canada.

He held a four days' conference with distributors, exhibiting some of the outstanding films for the coming season for their approval.

A good picture has an universal appeal, said Mr. Weeks, no matter from what country it came or where it was produced, just the same as good film stars appeal to all classes of people. More and more are producers going abroad for locations for their larger pictures and now insist on taking the pictures in the actual surroundings in which the story is laid. His company had last year been in location in Canada, in the Sahara Desert and in Panama. Mr. Weeks does not think that colors, except in travelogues, will ever be popular with the public. With Mr. Weeks is Morris A. Milligan, general manager for Canada, with headquarters in Toronto, and meeting him were W. Hansher, Vancouver, B.C., and Al Ritchie, Winnipeg, in charge of distribution of Famous Lasky product in British Columbia and Western Canada.

Scene from "The Family Upstairs," a Fox production starring Virginia Valli and which is playing return dates in Canada.

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Warner Bros. March in Canada "Came In Like a Lion"

Warner Specials — 21 Warner Classics — 26 Warner Winners Available.

MARCH was designated as Warner Winner Month in Canada, as a result of which a concentrated drive was made by the entire sales organization to bring the Warner production to the attention of practically every exhibitor in Canada.

If the product on the 1926-27 schedule already completed is indicative of the superior quality of the pictures to be released by the organization during the year, it will not be a difficult matter to put Warner Winner Month over. Some of the finest box-office productions ever made and released by the company have come out of the studios since the first of the year, and are a fitting forerunner of the quality of pictures that will follow.

"Don Juan," starring John Barrymore, and "The Better 'Ole," starring Syd Chaplin, now playing capacity audiences at the Warner and Colony Theatres in New York, have been booked throughout Canada, and will play in practically every city in that country, at higher prices than charged by the theatres heretofore. The Bruce Bairnsfather comedy recently played a run at the Regent Theatre. It met with equal success at the Capitol, Montreal; the Capitol at Vancouver, the Capitol in Winnipeg, the Auditorium at Quebec; the Queen's Square in St. John, the Casino in Halifax and the Regent in Ottawa.

"Don Juan" is meeting with the same phenomenal success wherever it is shown in Canada. It does its three weeks' run at the Regent in Toronto this week, and the Capitol in Vancouver, the Majestic at Halifax, the Auditorium at Quebec and the Columia at Vermillion, Alberta, are contracted for this special.

The Pantages Theatre in Toronto, the largest house in Canada, and a theatre that never played a dog picture, has played "While London Sleeps," one of Rinty's best.

Warner Bros. specials which will be available during March are: "The Sea Beast," starring John Barrymore and directed by Millard Webb; "The Man On The Box," starring Syd Chaplin, directed by Charles Reisner; "Oh! What A Nurse!" starring Syd Chaplin and directed by Charles Reisner; "Lady Windermere's Fan" with Ronald Coleman and Irene Rich and directed by Ernst Lubitsch; and "So This Is Paris," starring Monte Blue, directed by Ernst Lubitsch.

Of the 21 Warner Classics available during March are included "The Night Cry," starring Rin-Tin-Tin and directed by Herman Raymaker; "Hero of the Big Snows," starring Rin-Tin-Tin and directed by Herman Raymaker; "Bride of the Storm," starring Dolores Costello and directed by J. Stuart Blackton; "The Little Irish Girl," starring Dolores Costello and directed by Roy Del Ruth; "Hell Bent For Heaven," starring Patsy Ruth Miller and based on the famous stage play which was such a phenomenal success; and "Broken Hearts of Hollywood," starring Patsy Ruth Miller and directed by Lloyd Bacon.

Of the 26 Warner Winners now in course of production, the following will be available during March.

"Across the Pacific" starring Monte Blue and directed by Roy Del Ruth; "Private Izzy Murphy," starring George Jessel and directed by Lloyd Bacon; "While London Sleeps," starring Rin-Tin-Tin and directed by Walter Morosco; "The Third Degree" starring Dolores Costello and directed by Michael Curtiz, the famous European director; "Wolf's Clothing," starring Monte Blue and directed by Roy Del Ruth; and "A Million Bid," starring Dolores Costello and directed by Alan Crosland.

Manitoba Exhibitors May Call On Government Re Tax

The announcement of the Manitoba government that the tax on theatre tickets, below 25 cents, had been eliminated, has been taken as a joke by the exhibitors. There are not more than two theatres in Winnipeg affected and none in the rural districts, where tickets are selling at higher figures than 25 cents in all centres.

A delegation from the Manitoba exhibitors will wait on the government to see if the tax cannot be taken off all tickets up to 50 cents.

The government estimates a revenue of $350,000 from the Amusement Tax this year and $420,000 next year, how this will affect the success of the deputation desires consideration.

Theodore Kosloff holds down three "jobs." He conducts a school of Russian ballet dancing, owns and manages an exclusive antique and art studio, and most of the time is busy playing featured roles before the movie camera at the De Mille Studio.

ALEX. A. MacDONALD WEDS MARY F. COUGHLIN

Popular Manager Acker's Theatres, Halifax, Becomes a Benedict.

Alex A. MacDonald, popular general manager of L. R. Acker's Theatres, was married last week to Miss Mary F. Coughlin, Cellist at the Orpheus Theatre. They sprung a surprise on their friends, keeping it very quiet. The event took place at Mr. Acker's home. The ceremony was performed by the Rev. Dr. Colin Kerr. The bride was attended by Miss Harriet Waite, a sister of Mrs. Acker. The groom by Mr. Ned Manison, a non-professional. After the wedding Mrs. Acker served a wedding breakfast in her own inimitable style.

Although the wedding was kept very quiet, the bride and groom received several gifts of cut glass and silver, including a chest of silver from Mr. and Mrs. Acker.

Several of the St. John exchangemen were in town and hearing of the event at the last moment, added their gifts to the other gifts.

The groom has had a long association with motion pictures in the Maritimes, having arrived from Montreal in the first days of the Bennet Circuit of picture theatres. He has held his present position with Mr. Acker for over eight years.

CLOSE-UPS OF STARS FOR HOUSE ORGANS

The Publicity Department of First National Pictures has devised a series of human interest biographies of all the stars on the First National program. It is a worth while series of up to the minute biographical sketches of First National players which will be of interest to readers of theatre house organs or can be used as a daily feature in the local newspaper. The close-ups have been arranged in a single column pamphlet form for the convenience of the printer.

In addition to dealing with the foremost celebrities of the screen, the sketches introduce a number of newcomers on First National's program.

The booklet can be secured from First National exchanges or by writing direct to the Publicity Department at 277 Victoria Street, Toronto. Mats of the illustrations will be sent on request.

Manager Ray Tubman of the Ottawa Regent and Manager Paquin of the Capitol Theatre, Hull, made a bid for the twin-city patronage of Ottawa and Hull during the weeks of February 21 and 28 with "The Kid Brother," starring Harold Lloyd.

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Toronto Gave "Young" A Big Welcome

Fails To Show Up At Mayor Foster's Party.

George Young, Toronto's Young hero, returned to the city of his boyhood, and was given a royal welcome.

The mayor had arranged for a civic dinner which George Young, however, did not grace, because Bill Hastings, the chum of the "hike" to California, was among the invited guests.

It appears that Young and Bill are "quits," so Young staged a party of his own which was graced by the representative men of our city, save for the absence of Mayor Foster, who regretted that he had made other arrangements.

"Young" was presented with a handsome Silver Tea Service and Tray, and this is a good start towards the establishment of a home for Irene O'Byrne for whom he appears to have a decided liking.

He was the star attraction at the Uptown Theatre, Toronto, but some adverse criticism did not help his drawing ability, as the Public Today, as of Yesterday, has the same tendency to crown its heroes with one hand; and with the other hand as quickly "crown" them in the slang value of the term.

Moeller Acquires Stories

A. J. Moeller, president of American Cinema Association, has just acquired rights to eight more stories for ACA, including an original story by a new writer, Edna Neff, entitled, "Be Yourself," which is soon to make its appearance in a well known magazine. The other new acquisitions are: "The New Pathway," "Female Help Wanted," Detour," "S h o c k Proof," "Wholesale Only," "The Golden Bubble" and "The Luminous Dial."

WINNIPEG BOARD OF TRADE HEARS FROM PRODUCERS

"Will Get Canada in Wheat Bloom for Pictures."

With the passing of the wild and woolly west as a background for romance, the wheat fields of Western Canada are taking their place as locations for motion pictures. The Winnipeg Board of Trade has received two requests from large producing companies in United States who desire information before sending companies into Western Canada to make pictures. The Metro-Goldwyn-Mayer Corporation sent a request for photographs and reading matter on the wheat fields of the Canadian west; these were forwarded and satisfaction expressed in their reply with what they had received. A Hollywood corporation wants pictures taken of wheat fields "in full bloom." They state they were sending companies into Canada this year. Last summer scenes for "The Canadian," Thomas Meighan's picture, were taken in Manitoba and around Banff; and "The Country Beyond," the Fox production, was largely made in Canada as far as the outdoor scenes were secured.

Saturday Morning Good For Regent Business

R. Tubman, manager of the Regent Theatre, Ottawa, has been offering some wonderful Saturday morning shows for children. On February 26, for instance, he combined several features from both the closing week and the new bill of the coming week for the children's matinee, the programme comprising "The Kid Brother," an instalment of "The Collegians" and the "Delaney-Maloney" fight picture—all for 10 cents. There was a jammed house.

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Ottawa Follies Popular

J. M. Franklin, manager of B. F. Keith's Theatre, Ottawa, Ontario, had one of the liveliest weeks of his busy career starting February 21 when he presented a home talent feature, the Ottawa Follies, comprising 30 attractive young ladies, along with the regular bill which had the film "Jim the Conqueror." Manager Franklin conducted a popularity contest among the patrons for the young ladies of the chorus, prizes including a diamond ring and five other awards. The ceremonial of presentation took place on the stage Saturday night, February 26, Mayor J. P. Balharrie making the presentations and W. M. Gladish being the master of ceremonies.

THE PROOF OF THE PUDDING
IS IN THE EATING--

HERE'S THE PROOF:

The Hudson Theatre, 675 Mount Pleasant Road, Toronto, has opened with De Luxe Motiographs, Gundlach Lenses, De Luxe Reflector Arcs, Cont-El-Arc Generator Set and Superlite Gold Fibre Screen.
The Clyde Theatre, Danforth and Luttrell Avenues, Toronto, has just opened with De Luxe Motiographs, Superlite Lenses, De Luxe Mazda Equipment and Sunlight Screen.
The Wonderland Theatre, West Toronto, has replaced with De Luxe Motiographs with Wells Mazda Equipment.

AND NOW:

We are installing two De Luxe Motiographs, De Luxe Mazda Equipped with Superlite Screen and Ross Lenses in the new Lyndhurst Theatre, Bloor Street, West Toronto, which opens Friday, March 4th.

FURTHER:

There are several more coming—particulars later. **SO:**

THERE'S THE PROOF — THINK IT OVER!

THE COLEMAN ELECTRIC CO. - 258 Victoria Street, Toronto

"Courtesy With Service"

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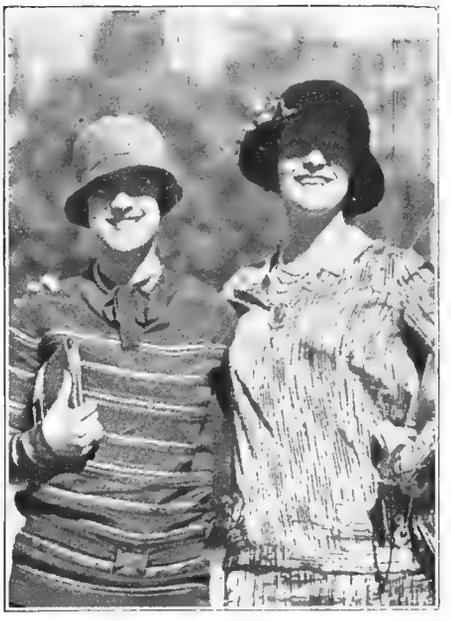
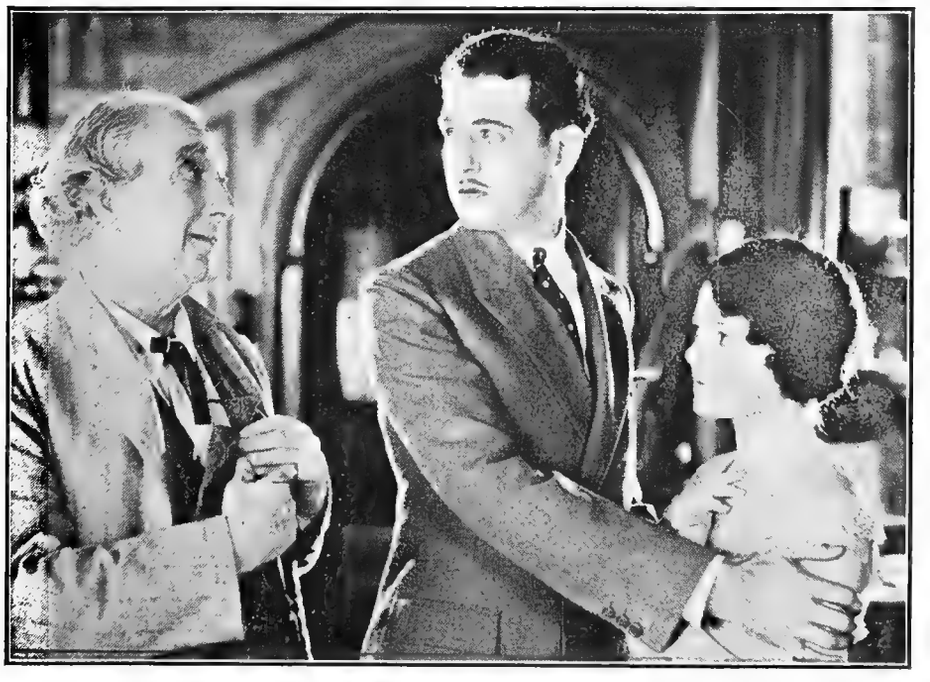
Rod La Rocque and Dolores Del Rio, had to take Russian dancing lessons for their parts in United Artists' "Resurrection." On the left is Edwin Carew, director, making them dance.



Elsie Janis, stage star, meets Beatrice Lillie, star of "Exit Smiling," a Metro-Goldwyn-Mayer comedy.

"Dancing Days," a Preferred Picture, presented by J. G. Bachmann, with Helene Chadwick, Forrest Stanley, Robert Agnew and Lillian Rich. Released in Canada through Cranfield & Clarke.



Scene from "The Return of Peter Grimm," a Fox production starring Alec B. Francis, supported by Janet Gaynor, which has added prestige to all theatres playing this attraction.

John Harron and Marceline Day are the featured players in "The Boy Friend," a Metro-Goldwyn-Mayer popular release.

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Mr. SHOWMAN--

If you have not met up with this breezy box-office combination, call a halt to further delay and introduce your patrons to

TOM TYLER

AND HIS PALS

Tom is a young, handsome and athletic star. Little Frankie Darro is the cleverest and most appealing kid on the screen to-day.

They turn out a Western picture different from anything you have seen. Clean as a whip---and smart. They will appeal to ALL your patrons.

Close Your Eyes and Pick a Winner!

Red Hot Hoofs
Lightning Lariats
The Cowboy Cop
Out of the West
The Masquerade Bandit
Tom and His Pals

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How We Have Grown!

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Vol. 18, No. 45. TORONTO 2, CANADA March 12th, 1927

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WALLIAM HAINES

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THEY'RE crazy about him
IN "Tell it to the Marines"
BUT they ain't seen nothin' yet!
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from **METRO-GOLDWYN-MAYER**

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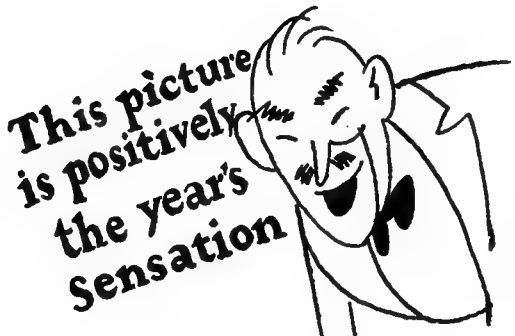

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in FIGHTING LOVE

WITH VICTOR VARCONI AND HENRY B. WALTHALL
ADAPTED BY BEULAH MARIE DIX
FROM THE NOVEL BY ROSITA FORBES
DIRECTED BY NILS OLAF CHRISANDER
PRODUCED BY DE MILLE PICTURES CORPORATION

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Editor and Managing Director
GEORGE C. WILLIAMS
President

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They "Also Ran"

RAY LEWIS

WE HAVE HEARD much throughout the press about the "Millionaire Movie Magnates," and the publicity which these reputed fortunes have received has had a favorable and unfavorable reaction.

The favorable angle has made audiences for motion pictures, given it public space in the press and public attention.

The lure of gold whatever its presentation may be; oils, mines, is an attraction which will always get the public.

The unfavorable angle has been precipitated through jealousy when the motive back of malicious attacks, precipitating unfair legislation, is analyzed.

Jealousy of the other fellow's good luck; and no imagination to delight in what the other fellow's fortune is giving you by way of indirect benefits.

However, it occurs to me that in looking over the page of wealth which the Sunday New York Times presented recently, that motion pictures is only, by way of comparison, among the "Also Rans."

When one starts out with the following list, where are the names of our motion picture magnates? Conspicuous it appears, "among the missing."

HENRY FORD	
EDSEL FORD (Motor Cars)	$1,200,000,000
J. D. ROCKEFELLER	
J. D. ROCKEFELLER, Jr. (Oil)	600,000,000
ANDREW W. MELLON	
R. B. MELLON ..... (Banking)	200,000,000
DUKE OF WESTMINSTER ..... (England, Real Estate)	200,000,000
EDWARD S. HARKNESS	
ANNA R. HARKNESS ..... (Oil)	200,000,000
SIR BASIL ZAHAROFF ..... (England, Munitions)	125,000,000
GAEKWAR OF BARODA ..... (India, Inheritance)	125,000,000
PAYNE WHITNEY ..... (Railroads, Banking)	100,000,000
GEORGE F. BAKER	
GEORGE F. BAKER, Jr. ..... (Banking)	100,000,000
VINCENT ASTOR ..... (Real Estate)	100,000,000
F. W. VANDERBILT ..... (Railroads)	100,000,000
THOMAS B. WALKER ..... (Lumber)	100,000,000
BARON H. MITSUI ..... (Japan, Shipping)	100,000,000
SIMON Y. PATINO ..... (Bolivia, Tin)	100,000,000
ALFRED LOEWENSTEIN ..... (Belgium, Mines, Steel, Shipping)	100,000,000

Ford's real wealth is said to be unknown.

During a period of twenty-three years, The Times article goes on to state, his company has earned $925,000,000. His personal holdings, apart from stock in the Ford Motor Company, are said to aggregate $150,000,000.

The Ford family stock is said to be in the neighborhood of $750,000,000.

Recently J. W. Prentiss, representing Hornblower & Weeks, offered to buy the Ford Motor Company for one billion dollars.

The Rockefeller fortune is Ford's nearest rival, but Rockefeller is reported to have given away $750,000,000 in bequests, covering foundation funds and charities.

John D. has given to his son in the neighborhood of $300,000,000 and is reported to have retained $100,000,000 for himself, which added to his bequests would run his fortune, in the days of accumulation, around the tidy little sum of about one billion, one hundred and fifty million dollars.

The Rothschild and Guggenheim families' wealth is computed in the aggregate, as representing around $400,000,000, or $200,000,000 each.

The Duponts are reported, conservatively to be worth around the $100,000,000 mark.

J. P. Morgan in the $100,000,000 class also.

Carnegie was acclaimed as a "$350,000,000 baby," and Frederick Weyerhauser ran him a close second with an estate valued to be worth at least $300,000,000.

Steel, oil, autos are credited with being the source of Uncle Sam's millionaires' wealth.

Motion pictures, although still in the "Also Ran" class are showing "Winning Form," and who knows but what some day, not too far distant, we shall have a table showing the combined wealth of the Zukor and Loew families, not forgetting the holdings of the Schenck Brothers, who are Loew's "middle name," as one might say; and that this table will give these gentlemen a place beside "the illustrious financial magnates" of the world.

Ray Lewis

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Ray Presents

SPRING is here, even though no one has heard the cuckoo, save the one that comes out of a "cuckoo" clock.

* * *

Everybody cleans house in the Spring, and if the proverb holds true about "hearts turning to love," it should hold true about Spring theatre cleaning.

* * *

Most theatres remain open all season. We, in Canada, have, for the past few years, enjoyed cool summers, with only an occasional hot spell, lasting not more than about ten days, so no one need count on a period of house-closing to clean up their theatre.

* * *

A NEW front and a renovation of the interior performs the magic of the new broom, "it sweeps clean." The public is interested in coming into a theatre to see and enjoy the new improvements, besides the theatre looks inviting and proves an attraction in itself.

* * *

From an economic standpoint now is a good time to get estimates on such improvements, for later on everybody is "putting on a front;" and where the demand exceeds the capacity to supply, prices go up.

* * *

THEY are talking about a half a billion dollar deal, involving a motion picture merger. It appears we are getting into the editorial page class; and at the very moment that your editor was bemoaning the fact that we were only among the "Also Rans," we had arrived in the "winning class."

* * *

Stanley Co., First National, West Coast and North American combining with the Keith-Orpheum-P.D.C., Pathe and F.B.O. interests. The banking interests involved are reported as Chase National Bank, Hayden, Stone & Co., and J. P. Morgan.

* * *

THE MERGER will involve theatre chains, producing and distributing units, motion pictures and vaudeville. Just recently the Stanley Company of America secured the control of First National.

* * *

THE banking interests lined up in the deal represent the house of J. P. Morgan & Co., through Blair & Co., which hold the Keith-Albee and

A picturesque scene, showing the stars, Lillian Gish and Lars Hanson in Metro-Goldwyn-Mayer's record-breaker, "The Scarlet Letter."

Pathe issue. Jeremiah Miller's connection with P. D. C. brings the Chase National Bank and the Chase Securities into the deal. Clarkson Potter is a member of the Motion Picture Capital Corp., and this connection leads to the house of Hayden, Stone & Co., who also come in through their interests in First National and West Coast theatres. E. B. Smith & Co., Philadelphia bankers, and Drexel Co., are interested in the Stanley Company of America.

* * *

Recently Harold B. Franklin was appointed President and General Manager of West Coast theatres, thru Hayden, Stone & Co., the bankers who sought to secure Harold B. Franklin for the West Coast position, when the merger was just beginning to show its head.

* * *

IT is "the handwriting on the wall." Mergers were a natural outcome, or growth resulting from banking interests. Warners' bankers and Famous, through the Kuhn, Loeb interests would naturally play for an amalgamation. Famous and the Loew interests and United Artists will be the next line-up. Universal will come into the combine also and so will Fox. The day of playing a "lone hand" is past.

* * *

THE Industry of Motion Pictures appears to be settling itself. The financial shakedown will give motion pictures its place among the great industrial forces, but unlike steel, oil, autos, motion pictures is an art, a showman's game; and are financiers showman? That is the question:

THERE is a picture in Canada called "The Bells." It is a Chadwick production of Sir Henry Irvings' dramatic triumph and Lionel Barrymore appears as "Mathias," the innkeeper, who, for lust of gold, murdered the Jewish traveller.

* * *

The play as I remember it, was the pet of all the "legit" actors, who had "The Bells" as one of the features in their repertoire.

* * *

IN the palmy days of "legits," every burg was visited on the one night stand jumps; and what the "legits" missed, the repertoire companies picked up; and "The Bells" was a favorite.

* * *

I should imagine that a picture of this kind with Barrymore's name, Sir Henry Irvings' English presentation, its melodramatic features would be a good bet for a house like Pantages, Toronto, The Tivoli, or in the suburban districts a house like "The Madison" on Bloor, "The Park" on Lansdowne or the "Prince of Wales," on Danforth. I have not heard of any house yet getting busy on this feature. It looks to me as if some "ready dough" is going to waste. Educational are releasing the feature in Canada.

* * *

"MONS," the big English feature, will play The Tivoli, Toronto, and Tom Daley, with his usual showmanship vision, has booked a short reel English feature covering episodes in the life of The Prince of Wales to be presented at the same time. This should make a fine programme for business.

* * *

THE Junior League Review plus Creed's Fashions and hats by Ivey, plus Jack Arthur's presentation ability and the fine orchestra, started the show at the Uptown, Toronto, "off with a bang."

* * *

Incidentally, the whole review was presented in Smart Style. It made a real showman's number; and was entertaining aside from its fashion angle.

* * *

Miss Florence Rogge was in her best style and introduced a charming dance, assisted by her always delightful ballet.

* * *

The short feature, a Charley Chase comedy, was especially good. Released through Regal Films, and called "Are Brunettes Safe?"

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CANADIAN MUSIC USED THROUGH COPYRIGHT RESTRICTIONS

Col. Cooper Prophecies Revival Old Songs

"Sing us the old songs; they are so cheap, you see." This will be the refrain of motion picture theatre owners in near future, according to Col. John Cooper, President of the Motion Picture Distributors, Toronto, who is in Winnipeg conferring with the theatre men of this city. The Canadian Copyright Act and the British Performers Rights Society were combining to keep music of their production off the Canadian stage, said Col Cooper, in an interview. A test case was now in the courts, brought against the Regent Theatre, Toronto, which had been using British compositions, two English songs, without paying a license for their use. On the outcome would depend how much British compositions would be used on the stages of Canadian pictures houses in the future. If the action succeeded it would mean that old English music, not under the Copyright Act, Canadian compositions and United States compositions, would undoubtedly come into favor.

Col. Cooper believes in using home products. He does not see why Canada should send $500,000 annually out of the country to composers of songs. If Canadian theatres are going to pay for copyright music, he does not see why they should not use Canadian composers' works. The money could then be kept in the country.

Producers, Col. Cooper explained, are liable to both civil and criminal action under the Canadian Copyright law. Writs have already been issued against the Canadian National Exhibition, against broadcasting stations in Toronto and Montreal, for use of English music without paying license. United States publishers were not insisting on the right to collect these licenses and the result is the Canadian stage is being flooded with United States compositions.

BACK TO GOD'S COUNTRY IRVIN WILLAT, DIRECTOR

Due to the suicide of Lynn Reynolds, Irvin Willat will complete "Back to God's Country," the James Oliver Curwood story on which Reynolds had taken location shots at Mammoth, California. No change will be made in the cast, which includes Renee Adoree, Robert Frazer, Walter Long and Mitchell Lewis. The company is back at Universal City.

LAURIER ORCHESTRA, HULL, GIVING TEA RECITALS

The orchestra of the Laurier Theatre, Hull, Quebec, the manager of which is Donat Paquin, has been adding to its fame by giving afternoon recitals in the tea rooms of the Murphy-Gamble department store in Ottawa under the direction of Conductor Rene Marier, who is violinist of the orchestra. His wife, Mme. Rene Marier, presides at the piano, and others include Louis Durocher, conductor of the Hull Band; W. S. Hogg, former solo trumpeter of the Scots Guards Band; Alfred Stratton, for 15 years solo trombone of the Ottawa Symphonic Orchestra; A. Heyendal, Rasario Caron and others.

Eastern Methodist Church Ottawa Purchased For Theatre

Eastern Methodist Church, some years ago one of the largest edifices in Ottawa, has been purchased for conversion into a theatre by a syndicate of the Canadian Capital. When remodelled, the structure will represent an investment of $46,000, it is stated. The church, which accommodated 400 persons, is in a section of the city not directly served by a theatre. It was left vacant by the merging of two congregations when Protestant Church Union became effective in Canada.

"MICHAEL STROGOFF"

Two weeks after "Michael Strogoff," the Universal special, played Ottawa as a road show, it was presented by Manager Donat Paquin at the Laurier Theatre, Hull, starting March 6, at regular prices.

"BO'S GUEST"

"Bo's Guest," number eleven of the "Wisecracker" series of two-reel comedies produced by Greater F. B. O. Master Showmen of the World, from the humorous stories by H. C. Witwer, is now well in production. In this one, Danny O'Shea has the big fight. He is ably supported by Al Cooke, Kit Guard, Thelma Hill and Lorraine Eason. Gil Pratt the direction.

Split-Week Policy Imperial, Ottawa, For Lent

For the first week in Lent, Manager J. T. Moxley of the Imperial Theatre, Ottawa, Ontario, adopted a split week policy, the feature attractions being "Butterflies in the Rain" and "The Better Day." The Imperial Theatre has been changing programmes weekly for some time past.

MANITOBA EXHIBITORS REQUEST 50 CENT TAX EXEMPTION

Claiming that the exemption of theatre tickets of 25 cents and less from the Manitoba Amusement Tax does not meet the situation in the interests of the public; and that the exemption should apply to tickets of the value of 50 cents and less, Gordon C. Lindsay, solicitor of the Manitoba Motion Picture Exhibitors' Association appeared before Premier John Bracken and urged for a wider exemption. Mr. Lindsay presented a pledge signed by the theatre owners of the province that any reduction in the tax would be applied to the benefit of patrons. The exemption only affected those who attended the lower priced theatres. The general admission to theatres in the rural centres was more than 25 cents, stated Mr. Lindsay. He suggested that patrons of theatres in the country should be relieved of the tax. Many members of the legislature appeared and supported the proposal raising the exemption. Hon. R. B. Craug, attorney-general, stated that the exemption on tickets of 25 cents and under meant a loss to the government in revenue of $44,000, and if the tax is lifted from the higher priced tickets as suggested, the loss in revenue to Manitoba would be increased to $100,000. No decision was reached, but the exemption will probably be left to a vote of the legislature.

JAMES CRUZE GOING INTO THE DESERT ON "BEAU SABREUR"

Having taken his megaphone to sea for the making of "Old Ironsides" and then up into the French Alps for Wallace Beery's "The Big Sneeze," James Cruze is going to fare forth into the heart of the desert.

Cruze has been assigned to transfer to the screen "Beau Sabreur," Percival Christopher Wren's famous companion story to "Beau Geste," according to announcement by B. P. Schulberg, west coast executive for Paramount.

"Beau Sabreur" is both a story of the French Foreign Legion and shiek life in the heart of the Sahara. As its principal characters, it brings back Hank and Shorty, who figured in "Beau Geste." It is wholly different in theme from the latter, though it has an element of mystery and the locale is the same.

Ivan Dick is being tried at the Assizes in Estevan, Sask., for smuggling picture machines from United States for the exhibitors of Saskatchewan, without the knowledge of the purchasers they were smuggled;

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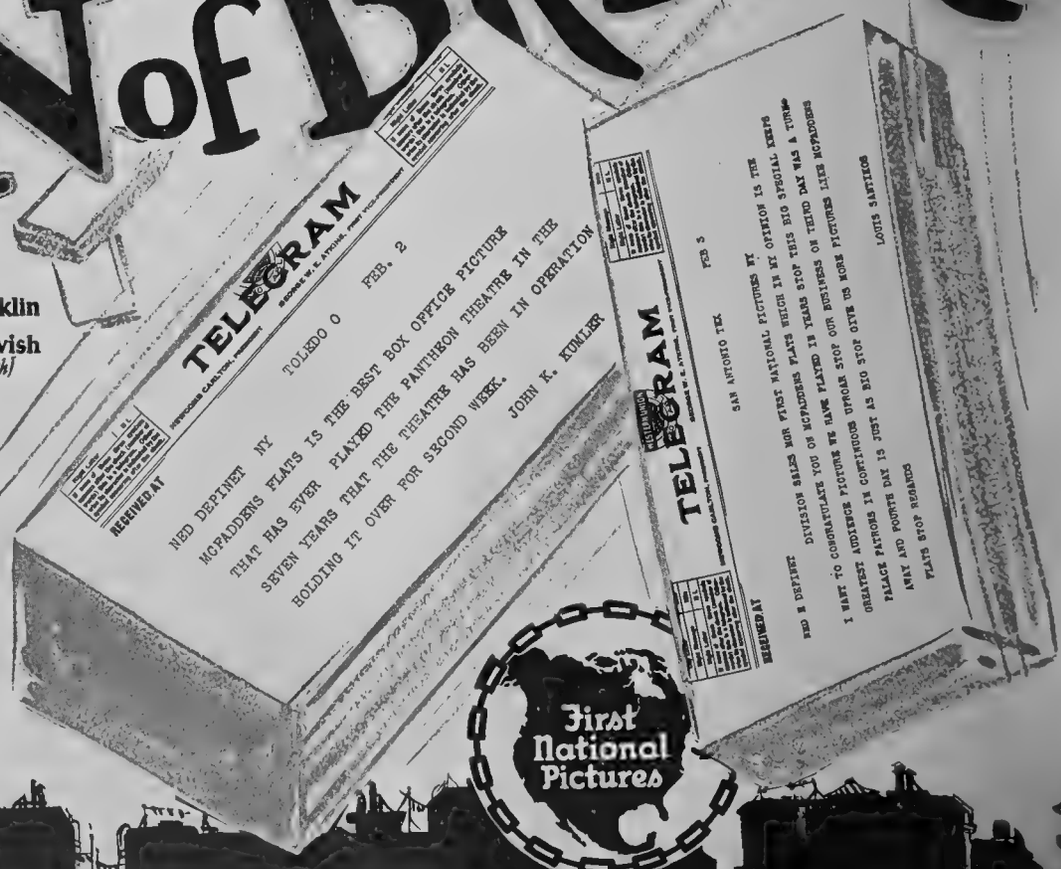
McFADDENS

with CHARLIE MURRAY

and CHESTER CONKLIN

Hits the country like a TON of BRICKS

Chester Conklin
as
Jock McTavish
(Purely Scotch)


TELEGRAM
RECEIVED AT
TOLEDO O FEB. 2
NED DEPINET NY
MCFADDENS FLATS IS THE BEST BOX OFFICE PICTURE
THAT HAS EVER PLAYED THE PANTHEON THEATRE IN THE
SEVEN YEARS THAT THE THEATRE HAS BEEN IN OPERATION
HOLDING IT OVER FOR SECOND WEEK.
JOHN K. KUMLER
TELEGRAM
SAN ANTONIO TEX FEB 3
RECEIVED AT
LOUIS SAMUELS
PLAYS STOP REGARDS

First National Pictures

Presented by Asher, Small and Rogers

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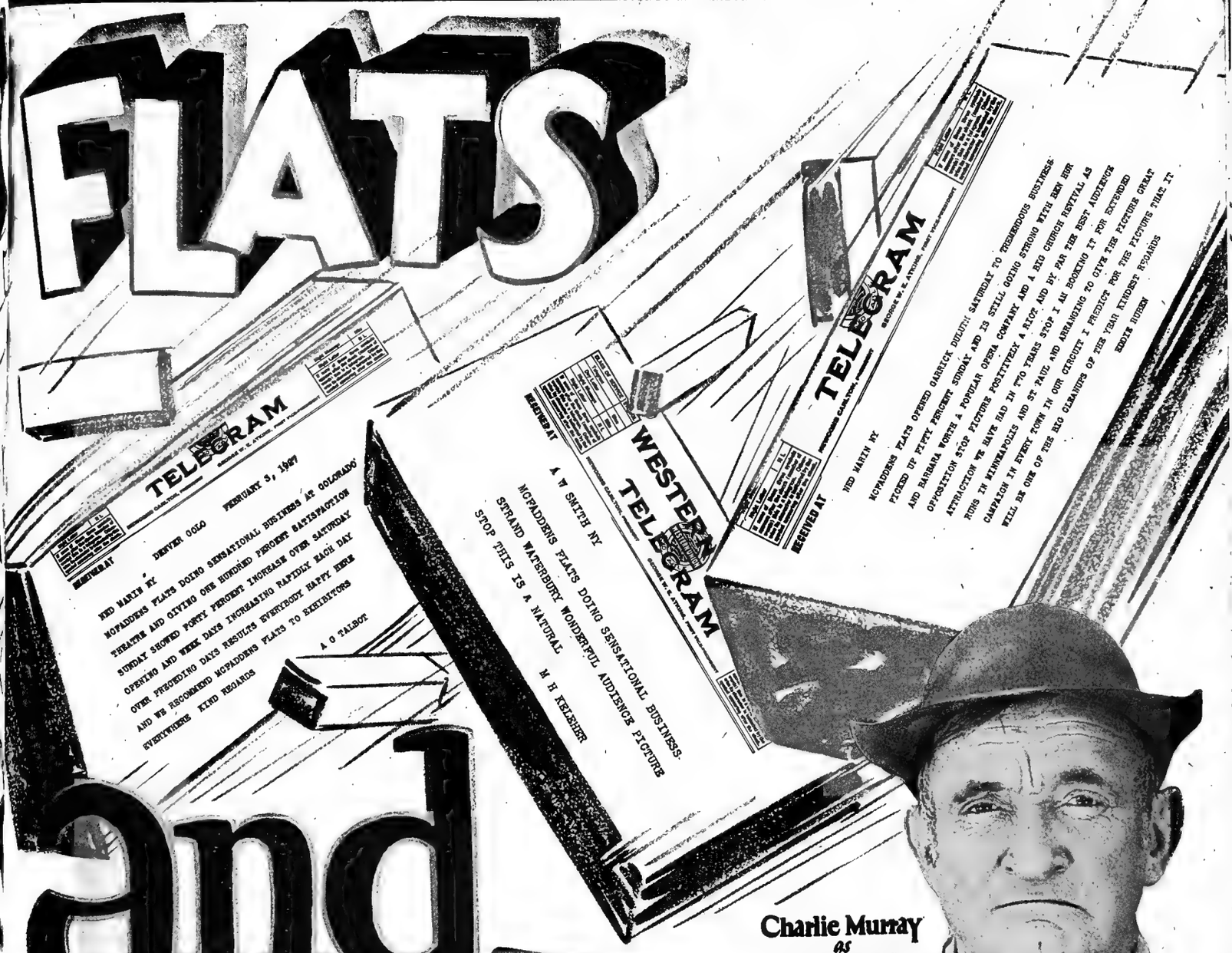
FLATS


TELEGRAM
RECEIVED AT
DENVER COLO FEBRUARY 5, 1927
RED MARIN NY
MCFADDENS FLATS DOING SENSATIONAL BUSINESS AT COLORADO THEATRE AND GIVING ONE HUNDRED PERCENT SATISFACTION SUNDAY SHOWED FORTY PERCENT INCREASE OVER SATURDAY OPENING AND WEEK DAYS INCREASING RAPIDLY EACH DAY OVER PRECEDING DAYS RESULTS EVERYBODY HAPPY HERE AND WE RECOMMEND MCFADDENS FLATS TO EXHIBITORS EVERYWHERE KIND REGARDS
A G TALBOT
WESTERN TELEGRAM
RECEIVED AT
A V SMITH NY
MCFADDENS FLATS DOING SENSATIONAL BUSINESS STRAND WATERBURY WONDERFUL AUDIENCE PICTURE STOP THIS IS A NATURAL
M H KELEHER
TELEGRAM
RECEIVED AT
RED MARIN NY
MCFADDENS FLATS OPENED GARRICK DULUTH SATURDAY TO TREMENDOUS BUSINESS PICKED UP FIFTY PERCENT SUNDAY AND IS STILL GOING STRONG WITH HER HER AND BARBARA WORTH A POPULAR OPERA COMPANY AND A BIG CHURCH FESTIVAL AS OPPOSITION STOP PICTURE POSITIVELY A RIOT AND BY FAR THE BEST AUDIENCE ATTRACTION WE HAVE HAD IN TWO YEARS STOP I AM BOOKING IT FOR EXTENDED RUNS IN MINNEAPOLIS AND ST PAUL AND ARRANGING TO GIVE THE PICTURE GREAT CAMPAIGN IN EVERY TOWN IN OUR CIRCUIT I PREDICT FOR THE PICTURE THAT IT WILL BE ONE OF THE BIG CLEANUPS OF THE YEAR KINDEST REGARDS
EDDIE HUDEN

and

Charlie Murray
as
Dan McFadden
(Strictly Irish)

at the N.Y. STRAND it holds over for a 3rd week

setting a new record for Broadway—creating the greatest prosperity harvest *of the* season

First National's BIG SPECIAL

Story by **Jack Wagner and Rex Taylor** Produced Under Management **Edward Small**

A Richard Wallace Production

Member of Motion Picture Producers and Distributors of America, Inc.—Will Hays

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MARIE PREVOST REIGNS QUEEN OF FRESNO CITY

Marie Prevost, the charming P. D. C. star, reigned as Queen of the city of Fresno for a day at the annual Mardi Gras Festival staged under the auspices of the Advertising Club.

Thousands of "subjects" paid homage to "Queen Marie of the Movies" in the greatest celebration in the history of Fresno. At the ball which brought the day of merry-making to a close, Miss Prevost presided upon a throne set upon a raised dais. She wore regal robes of the traditional ermine, specially created for her by a San Francisco modiste.

Forty Fresno debutantes acted as Miss Prevost's maids of honor at the ball and throughout the preceding events of the day. Younger girls, costumed as pages, carried her train in the grand march which marked the chief social event of the year.

As a feature of the occasion, Miss Prevost presented inmates of the orphanage and old peoples' home approximately a thousand season passes to local theatres. Members of the Advertising Club attributed much of the success of the day and the wholehearted support of the entire city to the invigorating presence of the famous screen star.

"THE CLIMBERS"

Irene Rich and May McAvoy will be co-starred in Clye Fitch's famous stage play, "The Climbers," which will go into production shortly for Warners.

Tom Gibson in adapting the story, which will be directed by Paul L. Stein, responsible for the last Rich vehicle, "Don't Tell The Wife."

Miss Rich and Miss McAvoy were last seen together successfully in "Lady Windermere's Fan," a Warner production, and each is an excellent foil for the other.

Minister Praises Movies In Series of Addresses

Dr. E. B. Wyllie, minister of Erskine Presbyterian Church, Ottawa, and one of the most colorful preachers of the Canadian Capital, has aroused much interest by giving his impressions of a number of current presentations in local theatres. A rather unusual fact is that Dr. Wyllie spoke very favorably of three moving picture productions but roundly condemned the offering of Ottawa's Little Theatre, the play "The Last of Mrs. Cheyney," which he classed as "condemnably vulgar."

The three pictures which found favor with Dr. Wyllie were "Three Bad Men" at the Centre Theatre; "Flesh and the Devil" at the Regent and "The Bells" at the Imperial. The titles of the first two were such as to make the flesh of any fond mother creep, he declared, but the stories of all three pointed to a moral in commendable fashion.

Comparing the drama offering with the three products of "the much-abused commercialized moving picture industry," he could not but be convinced that it came off a very bad fourth, he said.

'THE WAY OF ALL FLESH'

Inspired by a passage from Samuel Butler's famous novel, "The Way of All Flesh," which is declared to be peculiarly applicable to the screen story, Paramount officials today decided to change the title of Emil Jannings' first American made picture from "The Man Who Forgot God," to "The Way of All Flesh."

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Hull Council Discusses Fireproof Public Buildings

The City Council of Hull, Quebec, has been spending considerable time in a discussion of what constitutes a fireproof public building and Theo. Lanctot, city engineer, got into touch with J. A. Carmel, building inspector of Montreal, on the question. Announcement was made that Inspector Carmel had advised that a theatre could not be classed as fireproof if the orchestra floor or the interior balcony were constructed of wood, regardless of the construction of the remainder of the building.

A committee comprising Fire Chief Tessier, City Engineer Lanctot and Oscar Poirier was appointed to make an inspection of the three local moving picture houses as well as other local public buildings and report back to the City Council.

THE PROOF OF THE PUDDING
IS IN THE EATING--

HERE'S THE PROOF:

The Hudson Theatre, 675 Mount Pleasant Road, Toronto, has opened with De Luxe Motiographs, Gundlach Lenses, De Luxe Reflector Arcs, Cont-El-Arc Generator Set and Superlite Gold Fibre Screen.
The Clyde Theatre, Danforth and Luttrell Avenues, Toronto, has just opened with De Luxe Motiographs, Superlite Lenses, De Luxe Mazda Equipment and Sunlight Screen.
The Wonderland Theatre, West Toronto, has replaced with De Luxe Motiographs with Wells Mazda Equipment.

AND NOW:

We are installing two De Luxe Motiographs, De Luxe Mazda Equipped with Superlite Screen and Ross Lenses in the new Lyndhurst Theatre, Bloor Street, West Toronto, which opens Friday, March 4th.

FURTHER:

There are several more coming—particulars later. **SO:**

THERE'S THE PROOF — THINK IT OVER!

THE COLEMAN ELECTRIC CO. - 258 Victoria Street, Toronto

"Courtesy With Service"

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"King of Kings" Premiere Grauman's Theatre

Cecil DeMille's Masterful Production to Open This Theatre

After six weeks of editing and titling, "The King of Kings" is slowly assuming the final form in which it will have its world premiere at Sid Grauman's new Chinese Theatre, Hollywood, early in April. Inasmuch as this will be the opening attraction at this theatre, which has been planned as the finest motion picture palace in the West, the film colony is looking forward to this premiere with unusual interest.

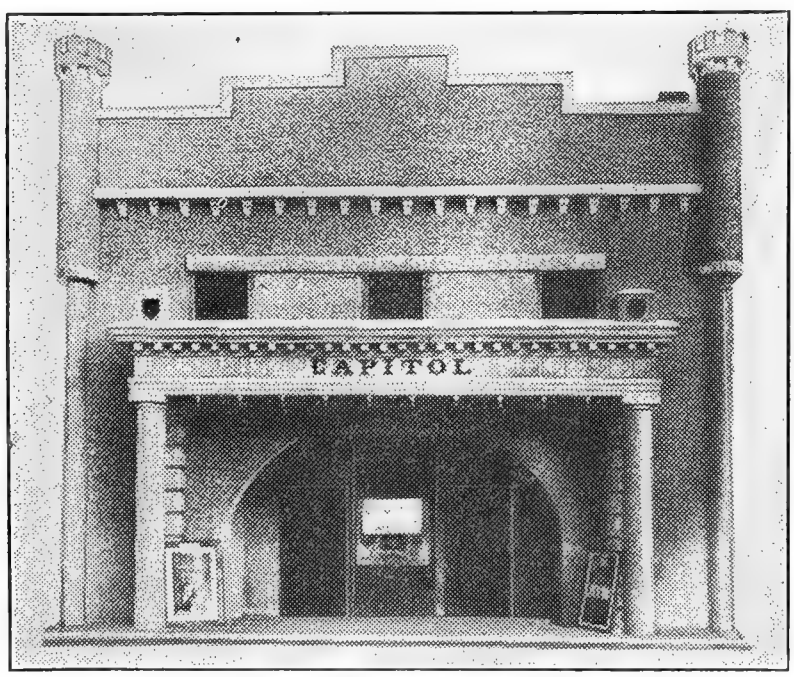
Producer Cecil B. DeMille has had a notable staff assisting him in the cutting of this much-discussed pictorial story of The Christ. In addition to the author of the screen story, Jeanie MacPherson and Mr. Clifford Howard, DeMille has been in constant conference with two leading dramatic authorities of the American church world. These are Dr. George Reid Andrews, chairman of the drama committee, the Federal Council of the Churches of Christ of America, and Father Daniel A. Lord, professor of dramatics at St. Louis University.

Paramount to Transfer Productions to West Coast

Jesse L. Lasky, first vice-president of the Famous Players-Lasky Corporation, in charge of production, has announced that in the future the company will concentrate all of its feature prodcuing in its big new studio in Hollywood. Transfer of production activities from the Long Island studio will be effected as each unit finishes its current picture.

The Long Islond studio, however, will not be closed. As space becomes available the Publix Theatre, Inc., will use the studio stages for the rehearsal of the unit shows which are a strong feature of the weekly presentation in the Publix houses throughout the country. Other space in the studio will be given over to the Paramount Short Features, now being organized for release beginning next August. The Eastern Laboratory attached to the Long Island studio will be devoted to the laboratory needs of the Paramount News and Short Features.

Universal has purchased the Mary Roberts Rinehart Saturday Evening Post serial, "Finders Keepers." It will be one of the high spots on Universal's list for next season.



Capitol Theatre, Magog, Que.

FOR SALE ON EASY TERMS

Good chance for energetic young man with small cash capital to pay down.

C. A. KENNEDY - Capitol Theatre - Magog, Que.

Theatre Decoration

is next in importance to good pictures. You will get "bigger houses" if the public find in your Theatre that harmonious atmosphere of restfulness necessary for complete relaxation. Entrust the decoration of your Theatre to

J. O. DOUGALL

Theatre Decorating Specialist

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The Australasian Manufacturer On Trade Reciprocity

The following extract from "The Australasian Manufacturer," published in Sydney, Australia, shows "How Reciprocity With Canada is Operating." The value of goods of Canadian origin subject to preferential treatment under the Australian Customs Tariff imported into Australia for the twelve months ending the 30th of September, 1925, was £1,606,711. Those figures had grown during the similar period of twelve months ending the 30th September, 1926, to £2,-103,349, a growth of £496,638, or roughly 30 per cent.

The value of Australian produce now subject to preferential treatment under the Canadian Customs Tariff imported into Canada from Australia during the twelve months ending 30th September, 1925, was £341,856, and for the twelve months ending 30th September, 1926, it was £698,491, an advance of £356,563, or 104 per cent. The phenomenal growth of Australian exports to Canada comprise chiefly butter, £172,000, sultanas £17,00, frozen lamb £5,000, sugar £117,00, lexias £3,000, currants £6,000, preserved apricots £300, preserved peaches £6,000, gelatine £7,000, tallow £18,000, whilst the growth in Canadian exports to Australia have been chiefly tinned fish, £172,000, goloshes and rubber sandboots £16,000, wrought iron steel pipes and tubes £16,000, paper (newsprinting) £410,000, (writing) £10,000. There have been actual decreases in the exportation of Australia from Canada of corsets, gloves (except rubber) motor chassis and motor chassis parts."

M. H. Hoffman Announces Twenty-Six Features

Tiffany Productions, Inc., announces through M. H. Hoffman, Vice-President that the production plans for his company for 1927-1928 include 26 feature productions and three special features for long run presentation.

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BRITISH OFFICERS ASSIST PARAMOUNT "BEHIND THE LINES"

One of the most distinguished companies of former British military officers ever gathered together in Hollywood is assisting Director Rowland V. Lee in the making of a number of scenes laid in France during the world war, and forming a part of his present Paramount picture, "The Whirlwind of Youth."

Not only are the officers acting as technical advisers, but they are taking part in the scenes, along with four hundred privates who served with the British forces, and took part in actual scenes which exactly parallel those that are now being reproduced on the screen. No battle scenes are shown, but there is all the bustling activity which constantly featured the territory just behind the lines.

Among the military men appearing in these sequences of "The Whirlwind of Youth" are Major Malcolm Denny, Indian Army; Major Wm. Rutherford, Queen's Westminster Royal Flying Corps; Major Owen Martin, King's African Life Guards; Capt. Vernon Murdock, Canadian Army; Capt. Hugh Crumplin, Royal Field Artillery; Lieut. Jack Deery, New South Wales Lancers; Lieut. Terry Spencer, Royal Flying Corps; Lieut. Ronald Goetz, M.C., Welsh Guards; Lieut. Jack Stafford, Royal Engineers; Cadet Louis Scot, Royal Flying Corps and Cadel Bill Begg, Royal Air Force.

"STARK LOVE" SELECTED NATIONAL BOARD OF REVIEW

"Stark Love," Karl Brown's Paramount production which depicts the life of the Southern mountaineer, has been selected by the National Board of Review for the Photoplay Guide, and has been recommended to the critique committee as an exceptional picture. The selections, according to the Board, were based on "the fine acting of native characters and the true picture of Southern mountaineer conditions."

"AUNT BELLA"

"Aunt Bella," Aunt of George Young, has been receiving some front page publicity; and since she seems destined to become famous, I think that a comedy called "Aunt Bella" which is true to her place in the George Young episode, might be worthy of the attention of our Short Subject Producers.

PROJECTION

By GUY E. McALLAN

In doing a job of stage wiring, it was found that no pipe wrench of the proper size to fit the conduit was on hand, a monkey wrench and a round file made a good substitute.

* * *

Oftimes in overhauling an old machine you will find a screw that has rusted tight and cannot be removed, in this case use common vinegar to loosen the screw.

* * *

Sometimes it is desirable to use what is known as transulent projection in which the projector is located at the back of the screen and the picture viewed through the screen, a screen for such projection can be made as follows, ordinary cotton is cut to the right size and given a coating of wax which will make it transulent, when projection from the rear of the screen the film must be placed in the machine with the emulsion side to the lens instead of towards the lamp house.

* * *

A recent news item tells of a new screen which has been invented and with which it is claimed that motion pictures can be shown in daylight or in very well lighted houses, the screen is of the mirror type with a series of raised ribs or ridges running down its surface, these ridges which are very fine give the screen a very high degree of diffusion which should make it attractive to houses which are wide and have a wide angle of view from some seats.

* * *

In theatres using a plaster screen coated with kalsomine, care should be taken that the surface is kept in the proper condition and clean, at frequent intervals it should be inspected and if dirty, washed. Plain soap and water will not do a good job but if a few ounces of ammonia are added to the water it will greatly help the cleaning, of course in time the surface will need refinishing and this should be promptly attended to as a poor screen surface is one of the chief causes for many theatres getting poor results from their projecting equipment.

* * *

News notes have recently announced the bringing out in England of a motion picture projector which has a two bladed shutter with its blades cutting the light ray between the condensers and the aperture, the shutter is located as close to the film gate as possible.

NINETY PER CENT WORLD'S MOVIES MADE IN AMERICA

The international viewpoint must henceforth be recognized in the successful motion picture, according to Jesse L. Lasky, first vice-president of the Famous Players-Lasky Corporation, whose pictures are exhibited all over the world.

The American motion picture industry cannot afford to produce pictures unacceptable to other nations, said Lasky, who declared that 90 per cent of the motion pictures shown throughout the world are products of the American Studios.

In line with the development of the motion picture from an international viewpoint, Lasky said, his organization has recruited brains and talent and is still doing so, from all corners of the globe.

GUEST JEWELS IN FIRST RUNS

Publix, Balaban & Katz, Loew and Saenger houses are now running the Edgar A. Guest Poetic Jewels, single reel screen version of Edgar A. Guest's poems, distributed by ACA.

Balaban & Katz's Chicago, Kunsky's theatres in Detroit, Loew's Metropolitan in Boston and the Orpheum in Lincoln, Neb., are now showing the Guest Jewels. The Metropolitan at Houston and the Strand at Omaha were among the first Publix houses to launch the series. The Guest pictures are running also in the new Saenger Theatre in New Orleans.

"Bill and I Went Fishing," "The Yellow Dog" and "Me and the Auto" are the first three releases already finished. The fourth will be "Call of the Woods." Distribution in Canada is through the De Luxe Film Company with offices in Montreal and Toronto.

Exotic Myrna Loy, one of Warner's "real" beauties.

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TORONTO THEATRES

REGENT — "The Kid Brother," with Harold Lloyd — Paramount. Class A. Lloyd gets a chance for some real acting. The stunts are original, miraculous escapes and ventures and yet worked out so that the possibilities are not improbable. The right kind of comedy with a love interest. One of Lloyd's best.

UPTOWN — "The Cheerful Fraud" with Reginald Denny — Universal. The material in this story is better than in some of the late pictures Denny has appeared in. For a big fellow, Denny certainly shows some pace. Here you have adventure, love interest, thrills, mystery — a little of everything for fast action and to make you wonder "what's next?" Denny is certainly a box-office name and has a distinctive style all his own. He appears to be graduating towards stunt performances on the order of Douglas Fairbanks, but Denny has a "flair" for straight comedy; and although the "stunts" have their place, so has Denny his; and I like the story material which Denny utilized in the days when Universal made the name of Denny synonymous with Universal entertainment. It is not difficult for this star to look like a gentleman, nor act like one. He appears to me to possess the qualities of a John Drew, Sydney Drew, Wallace Reid style and his pictures should give him an opportunity to express the composite of these personalities as we know them and knew them. He has too much body for "stunts" but since his body is so well-made, I would suggest to leave the "stunt" and build up a different style of action for Denny. Denny flying through space gives you the impression what a lot there is to fall. This is no criticism of Denny's work. But he is such a fine artist and such a good-looker from head to toes that he does not have to resort to "stunts" to put him over. Besides why follow the crowd with an artist like Denny? Class B plus.

TIVOLI — "Love 'Em and Leave 'Em," with Louise Brooks, Evelyn Brent and Lawrence Gray — Paramount. Class B plus. A lively, breezy story of modern life and the morals of today. Motto, "Love 'Em and Leave 'Em" and they sure do. As a window dresser, Lawrence Gray is amusing. Evelyn Brent as his sweetheart does equally good work, and Louise Brooks as the younger sister that tries to "vamp 'em all," makes good in that vocation. Real entertainment of the lighter kind, but good for the box-office.

LOEW'S—"The Taxi Dancer," with Joan Crawford and Owen Moore. Adaptation by R. T. Shannon and direction by Harry Millarde. Metro-Goldwyn-Mayer. Class B. The story revolves around a girl from Virginia who comes to New York to make a hit as a dancer. Complications follow since a few men become interested. Lee Rogers (Owen Moore) is the boarding house friend, a former card sharp, who keeps his eye on the little dancer. The cast includes Rockcliffe Fellowes, Douglas Gilmore, who all contribute their good bit by way of acting; and Gertrude Astor and Wm. Orlamond to handle the lighter stuff made for laughter, and which registers as such. The titles are snappy and so is the wardrobe of the dancer in "dishabille," or more "habille." The ladies will envy the "nighties" which are to say the least, most intriguing. No wonder so many men made it hard for Joan to acquire histrionic fame. Should prove generally entertaining.

PANTAGES — "Fighting Love," with Jetta Goudal, Victor Varconi and Henry B. Walthall. A P.D.C. feature. Class B. The story carries you from the castles in Italy to the deserts of Africa. Jetta, who is of the fiery and passionate type, gets a splendid opportunity for the expression of her exotic style. In order to escape marrying a titled nobody, the girl, Vittoria, marries General Novarro, a soldier who has seen plenty of service. Her aged husband is summoned to Tripoli, she follows only to find he has been ordered to the desert in order to quell an Arab uprising. This is part of the machinery Niccolini, the titled roue, has brought into play in order to fulfill his designs upon the lady of his desire. Vittoria leaves with an adjutant of the desert to seek the tent of her husband. Naturally, she falls in love with the handsome fellow and unnaturally, but heroically remains faithful to the aged General, who, however, proves to be first a soldier and then a husband. He departs for soldierly conquests leaving Vittoria and the adjutant to be captured by Arabs. News of the General's death follows, resulting in a marriage of the lovers, but since the course of true love cannot run smooth, according to the prophecy, the General is not as dead as reported; and this starts a triangle of complications. The work of the players is good; and the picture abounds with colour and thrills.

Neighborhood Theatres

PALACE — "Flesh and the Devil," with Greta Garbo and John Gilbert — Metro-Goldwyn-Mayer. Class B plus. A beautiful love-tragedy, in which these two leads, supported by Lars Hanson all do fine work. A record-breaker in all houses. "Winners of the Wilderness," with Tim McCoy — Metro-Goldwyn-Mayer. Class B plus. A real thriller, that is full of good material and which registers Tim McCoy as a "bit of the real thing" by way of good work.

ST. CLAIR — "Paradise For Two," with Richard Dix and Betty Bronson — Paramount. Excellent work by both these leads. Class B. "Johnny Get Your Hair Cut" with Jackie Coogan — Metro-Goldwyn-Mayer. Class B. Jackie is the same little artist and provides good entertainment. Class B.

COLLEGE — "The Better 'Ole," with Syd Chaplin—Warner. Class B plus. Syd in an amusing comedy that shuold register at the box-office. "It" with Clara Bow — Paramount. Class B plus. Elinor Glyn, Clara Bow, Clarence Badger, a combination har dto beat. A record breaker, that is welcomed in all theatres because it spells profits.

BEACH — "Stranded in Paris," with Bebe Daniels — Paramount. Class B. Bebe puts the snap in this snappy comedy, more real entertainment. "Sweet Rosie O'Grady" with Shirley Mason — Columbia. Class B. Shirley is good to look at, and the picture registers as a good comedy with plenty of melodrama to please the masses.

ALHAMBRA — "New York," with Ricardo Cortez— Paramount. Class B. Cortez fans will enjoy this picture which is very entertaining, and the "tall timbers" will enjoy their version of the gay, white way. "Flesh and the Devil," with Greta Garbo and John Gilbert — Metro-Goldwyn-Mayer.

(Continued on Page 16)

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TORONTO THEATRES

(Continued from Page 15)

CAPITOL — "Winners of the Wilderness," with Tim McCoy—Metro-Goldwyn-Mayer. "It" with Clara Bow — Paramount.

PARKDALE—"Winners of the Wilderness," —Metro-Goldwyn-Mayer. "Flesh and the Devil," with Greta Garbo and John Gilbert — Metro-Goldwyn-Mayer.

OAKWOOD — "The Potters," with W. C. Fields — Paramount. Class B. Fields is a real comedian. He is worth the price of admission. "Twinkletoes," with Colleen Moore —First National. Class B. Colleen looks good as the dancer. Her toes and eyes twinkle in the money at the box-office.

BEDFORD — "Twinkletoes," with Colleen Moore — First National. "Variety" with Emil Jannings and Lya de Putti — U. F. A. Paramount. Class A. A marvellous production, that is still hard to beat. Jannings and Putti supreme.

BLOOR — "Winners of the Wilderness," with Tim McCoy — Metro-Goldwyn-Mayer. "Hotel Imperial" with Pola Negri—Paramount. Class B. Pola's best for a long time. Excellent direction.

YORK — "Twinkletoes" with Colleen moore — First National.

CHRISTIE — "The Blonde Saint," with Doris Kenyon and Lewis Stone —First Natioanl. Class B. Good work by the leads.

DANFORTH — "We're in the Navy Now," with Wallace Beery and Raymond Hatton — Paramount. Class B plus. A riot of comedy, these two fun-makers are hard to beat when they get started. A real box-office tonic.

McKnight Returns Manager Regent, Toronto

Mr. Wm. McKnight has been transferred from Allen's Bloor to the Regent, Toronto, replacing Mr. Lawrence Stewart, the former manager. The current attraction at this theatre is "The Kid Brother" with Harold Lloyd.

STAR THEATRE REVIVAL WEEK AT CRANBROOK B. C.

The Star Theatre, Cranbrook, B.C., introduced a Grand Revival Week with a drawing for a $10.00 cash prize which was won by Mrs. George Anton, who held the lucky programme, number 83. The Bill was changed nightly and Manager Blaine reported big returns and will introduce more of the showman's presentation at the theatre during the season.

Performing Right Action Fails Against Famous

Suit For $10,000 Damages Dismissed by Justice Rose

Theatre owners have scored the first victory in a suit which the Canadian Performing Right Society brought against Famous Players Canadian Corp., Ltd., of Toronto.

The suit involved an alleged infringement of copyright and the Canadian Performing Right Society asked for an injunction restraining the defendants from presenting certain compositions in their theatres. Specified were "By Jingo" and "Col. Bogey March" which were played in one of the theatres and which Performing Right Society claim under copyright. $10,000 damages was asked.

Justice Rose reserved decision after taking the evidence. The judgment dismisses the action of the Performing Right Society under section 39 of the Canadian Copyright Act of 1911, which states that registration of copyright work must be made at Ottawa. The plaintiffs pay costs.

Publix Theatres Limited New Canadian Company

Starts a Lot of Talk and Guessing

We have a Publix Theatres, Limited, in Canada now, which is reported as having no family relationship to Publix of the United States, although some persist in calling it The Canadian Cousin.

It has managed to stir up the imagination of those here who are wondering what's in the air. So many times rumours have been in circulation which on investigation showed that "what's in the air" was mostly "air." However, some are of the opinion that Publix will take over the Famous Players Canadian Corporation holdings; and that there will be other mergers.

In Western Canada, several of the distributing units are getting into the same offices, it is reported, to cut down overhead.

The mergers in the United States cannot help but have this reaction here, for all the distributing units in Canada, with but very few exceptions, are branch offices of the U. S. distributing organizations; and when "Papa" becomes the head or the partner of another family, the children generally go along with "Papa."

The next six months in our Industry will see some tremendous moves. "The Melting Pot" is a huge one and the Bankers have spoken.

STANLEY AND WEST COAST TAKE OVER FIRST NATIONAL

The Stanley Co. of America has taken over First National. The West Coast Theatres are in the deal through their connection with the Stanley interests.

Incidentally William Fox also belongs through his thirty-five per cent interest or thereabouts in the West Coast Theatres.

The management of First National is to be handled by the Stanley Co. of America. Outstanding First National stock, reputed to be around 60,000 shares, with Stanley & West Coast getting the control of over half that number. The deal was promoted by Hayden, Stone and Co., New York bankers of First National and West Coast Theatres, Inc., and the Philadelphia bankers of the Stanley Company.

M. P. T. O. MOVE TO SEVENTH FLOOR

Toronto Office in Hermant Building

The Motion Picture Theatre Owners of Canada, Ontario Division, has moved to the seventh floor, occupying offices with the De Luxe Film of Canada. Heretofor they were a few floors lower down in the Hermant Building.

The M. P. T. O. now have their own poster service bureau, for the benefit of members, and this department also takes care of the advertising accessories.

GEORGE E. KANN WITH M-G-M

George E. Kann, who at one time was foreign distributing representative of the Goldwyn interests; and who visited Canada, principally Toronto, in connection with Goldwyn interests here, is now doing Public Service contact work with the Metro-Goldwyn-Mayer forces at the coast.

Mr. Kann sold his interests recently in the Ginsberg & Kann producing and distributing organization, also The Stirling Company. His present position places him as assistant to Irving Thalberg in a newly created position, that of "general watch." The duties of Mr. Kann will involve what might be termed as Public Service of Welfare Contact.

Watching what business a picture grosses, reports from exhibitors on pictures, results abroad, censorship, legislation, in other words, general inspection of pictures in motion, that is out of the studio.

Our knowledge of Mr. Kann's ability leads us to state that Mr. Kann is especially suited for just such a big job as this work involves.

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Movie Idol Off Broadway Fame of Fred Thomson

World Magazine Publishes an Article on F.B.O. Star by Frank Maitland

The World Magazine has published a story on Fred Thomson which is headed "The Movie Idol Who Doesn't Play Broadway."

The article starts off "Broadway doesn't know Fred Thomson. Broadway doesn't like Fred Thomson. But —take this for what it's worth, you who think the stars all rise and set in sight of Times Square or Columbus Circle. Fred Thomson is one of America's movie idols. He has been seen in a single Broadway theatre, and then the audiences were meagre; the critics ran him to earth, yet this wild western thriller draws down higher pay than any actor in the business. His latest salary, it is announced, will be $15,000 weekly.

The article continues to state that in every city and hamlet Fred Thomson is known and liked and so is Silver King, his pal and horse. The name of Fred Thomson means money at the box-office, so F. B. O. and exhibitors have discovered. The writer of the article, Frank Maitland, wants to know why he doesn't take in New York.

He is a University graduate, and being the son of a minister, has preaching ability since he is reported to have gone overseas with the 143rd Field Artillery as chaplain.

He won the amateur track championship held in Chicago in 1910 and 1911. In 1912 and 1913 at Princeton, his biographer reports that he "beat the long-standing all-round record of that famous Indian, Jim Thorpe, and acquired the title of champion all-round athlete of America, shortly before he was awarded his D.D. degree.

He married Frances Marion, in Paris, and in California took his place in the church for which he had been ordained.

He started his movie career by doing "extra" work, doing the "stunts" for other western stars who were not anxious to break their high-priced neck. Thomson later played opposite Mary Pickford in "The Love Light" and co-starred with Ann Little in a serial called "The Eagle's Talon."

"Her Brother From Brazil"

Lew Cody will be co-starred with Aileen Pringle in Metro-Goldwyn-Mayer's production, "Her Brother From Brazil."

LAST MINUTE NEWS

F. B. O. won suit for $787.00 in the Non-Jury County Court against David Schrott. The suit was not defended. Judge O'Connell gave judgment for amount of claim plus costs—non-fulfillment of contract.

109 theatres in Toronto inspected and pass a rigid investigation. Overcrowding in aisles in some theatres only objectionable features revealed. Not all were considered perfectly "safe." Some could be improved on, but the report submitted to government authorities is said to be a favorable one.

Rt.-Hon. Winston Churchill promised House of Commons to consider the proposal to levy income tax on British returns re American film producers. The suggested revenue thus obtained £600,000.

George Larson runs the Orpheum Theatre, Saskatoon, Sasq. The Saskatoon Phoenix has an article headed Orpheum Theatre, Geo. Larson, Prop., and the article goes on to say how good George is as a showman. It is good stuff.

Capitol, Brampton, Ont., celebrates its fourth anniversary. Brampton Conservative wishes theatre success and good luck to "genial manager," T. H. Moorehead. Birthday Week commencing February 28th, was a record-breaker. "The Volga Boatman," "Tin Hats" and "The Kid Brother" among the big ones.

T. H. Moorehead operates in addition to the Capitol, Brampton, a theatre in Welland and one in London which was opened in December. Combined seating capacity of Moorehead houses, 2,400.

Second reading of Hon. Premire Taschereau's Bill was given in Quebec legislative asesmbly March 2nd. Bill asks for the appointment of a Royal Commission to study Laurier Palace Theatre disaster. Premire Taschereau stated that government intended to name as the sole commissioner a judge of the Superior Court.

T. H. Moorehead, manager of the Capitol Theatre, Shelbourne, Ont., has purchased the Griffen Theatre from A. W. Giffen.

Manager Weller of the Capitol, Trenton, Ont., may erect a new theatre at Kingston.

W. Johnston, of Fernie, B. C., and owner of a chain of theatres in East Kootenay, visited Cranbrooke, B. C., and proceeded on to Kimberley to visit E. J. Williams, Manager of the Kimberley Theatre.

Dundalk, Ontario, wants "Movies," therefore, the Dundalk Council will make an investigation on its own by way of a local theatre run as a municipal venture.

Bridgeburg, Ont., is to have a new Regent Theatre. Construction latter part of June and the new theatre will be forty feet longer, equipped for vaudeville and have an added capacity of 400 seats.

Rumours promise that Amusement Tax may be reduced covering tickets up to and including 50 cents when the next year's budget presents itself. We ask, if eventually, why not now?

SHORT TALKS

ON

SHORT FEATURES

Concentration

The coed who told her professor she was going to "concentrate—on a lot of things" never got very far with any of them.

I believe in concentration - on one thing — for real service and real success. That is why EDUCATIONAL, like no other big national distributing organization, has dealt exclusively in Short Features—for seven years.

This specialization quickly enabled EDUCATIONAL to assume unquestioned leadership of the Short Feature field, a leadership that has been consistently maintained, and which we shall continue to maintain. Thirteen thousand exhibitors testify to this leadership by showing EDUCATIONAL PICTURES regularly.

For seven years of unbroken progress exhibitors have depended on EDUCATIONAL for quality Short Features—a great guarantee back of our greater plans for the next season.

E. W. Hammons
President

EDUCATIONAL
FILM EXCHANGES, Inc.

Educational Pictures
"THE SPICE OF THE PROGRAM"

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Round About the Studios

Constance Talmadge sure looks smart in "Venus of Venice," her latest for First National.

Tiffany Productions, Inc., announces that the cast for their farce comedy "The Princess of Hoboken" now being filmed includes Edmund Burns, Blanche Mahaffey, Ethey Clayton, Lou Telegen, Babe London, Charles McHugh, Aggie Herring, Charles Crockett, Harry Bailey and Sidney D'Albrook. Through Cranfield and Clarke in Canada.

"Tarzan and the Golden Lion," F. B. O.'s Gold Bond Special, is based on the much read story by Edgar Rice Burroughs and was adapted to the screen by William E. Wing. Big James Pierce plays "Tarzan" and Jad-Bal-Ja is the name of the king of beasts which plays the part of the "Golden Lion." In the cast are included Fred Peters, Edna Murphy, Dorothy Dunbar, Harold Goodwin and Liu Yu-Ching, the giant Chinaman. J. P. McGowan wields the megaphone.

Bebe Daniels is playing the role which, she admits, she has secretly longed for ever since she entered motion pictures. Being half-Spanish by birth, she has always wanted to play a Spanish part, but in her new starring vehicle for Paramount, "Senorita," she more than gains her heart's desire, for she portrays both a Spanish girl and a Spanish boy, with a particularly fine opportunity for characterization.

Mary Robert Rhinehart's story "The Lark" is coming to the screen as an F. B. O. production and will be called "The City of Shadows."

Sitting serenely on Turkish cushions while sixty-four beautiful harem wives vie for his attentions is Rudolph Schildkraut's pleasant role in "Turkish Delight," Irvin S. Cobb's first original screen story now being filmed at the Cecil B. DeMille studio. Julia Faye, May Robson, Kenneth Thomson and Louis Natheaux are other featured players. Paul Sloane is directing.

"The Broken Gate," by Emerson Hough, author of "The Covered Wagon," has been completed by Tiffany Productions and is scheduled for release March 15th. In the cast are Dorothy Phillips, William Collier, Jr., Florence Turner, Gibson Gowland, Phillips Smalley and Charles A. Post. Through Cranfield & Clarke, Canada.

Raymond Griffith's new starring comedy for Paramount will remain all of its beautiful women, but the final title will be "Wedding Bells," instead of "Beautiful Women," which was its working caption.

According to an announcement from Famous Players-Lasky Corporation "Too Many Crooks," starring Mildred Davis, her first production in four years, will be released to the public April 2nd.

Jack Mulhall in "Frivolous Al" Bossberg's, "The Road to Romance," to be filmed by First National."

Scene from "There You Are," starring Conrad Nagel and Edith Roberts, a Metro-Goldwyn-Mayer feature.

"Naughty Nannette" is the new title of the latest Viola Dana vehicle, formerly called "Nice and Wicked." J. Leo Meehan is directing. The story deals with a movie star's life, and calls for many sequences in a picture studio during the taking of a film. In addition to its entertaining features, movie-goers will be given an educational insight in the production of motion pictures for F. B. O.

Louise Dresser and Dolores Costello in a tense scene from Warner's "The Third Degree."

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Irene Rich in a dramatic episode in Warner's "My Official Wife."

Walter Merrill, one of Warner's young stars.

Conrad Nagel and Gwen Lee show how ardently one can love in "There You Are"—Metro-Goldwyn-Mayer.

A picturesque Russian scene in Warner's "My Official Wife."

Colleen Moore makes a dainty picture in "Orchids and Ermine" for First National.

Hobart Henley, director, and George K. Arthur listening-in from Station M-G-M.

Sally O'Neil, Metro-Goldwyn-Mayer star, says "No one can make a monkey out of me — I carry one with me."

Anna Q. Nilsson who plays opposite the Bambino, "Babe Ruth," in First National's "Babe Comes Home."

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RALPH INCE CLICKS AGAIN

The work of Ralph Ince since joining Greater F. B. O. has been almost phenomenal.

He has fully established himself as a MASTER SHOWMAN with such pictures as "Bigger Than Barnums," "Breed of the Sea," and "Homestruck."

Now he makes a five-year contract with Greater F. B. O. and celebrates the deal with a masterpiece in "Moulders of Men."

When the annals of 1927 are written you will find Greater F.B.O. sitting on top of the world--in a non-skid seat.

GREATER!

GREATER!!

GREATER!!!

MOULDERS OF MEN

It looks like F. B. O. were in again. Something different but certainly worth while. Ralph Ince has turned in a masterly directed effort.

I saw "Moulders of Men" at its premier showing. At the Writers Club. And I have to report that it received a tremendously enthusiastic reception.

The story is good. The acting is splendid. It's a picture that will run in many a first run house. Incidentally it has a hookup with the Elks Lodge. That means much publicity. And of the best kind.

Conway Tearle enlists the immediate sympathy of the audience. In his fight to the death with the drug ring. Margaret Morris, the Famous Players leading lady, gives a finished performance as the enterprising newspaper lady. She handles a difficult part admirably. Frankie Darrow proves himself the equal or superior of any youngster in pictures today. He is outstanding. Write on your cuff that here is a future star in the making. Rex Lease as the older brother, rises to undreamed of heights in dramatic acting. It's a brother love story. That will thrill. That will bring sobs. And withal plenty of laughter. It's sure fire from the audience viewpoint.

It simply means that F. B. O. has scored again. And scored in unmistakeable fashion. Give them credit.

—"Mac" in Ex. Daily Review.

MOULDERS OF MEN

with

CONWAY TEARLE

MARGARET MORRIS

REX LEASE

FRANKIE DARRO

Distributed by

THE MASTER SHOWMEN OF THE WORLD

GREATER

F. B. O.

How We Have Grown!

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CANADIAN MOVING PICTURE DIGEST

Vol. 18, No. 46. TORONTO 2, CANADA March 19th, 1927

W. Mr. 28 '27

Metro-Goldwyn-Mayer

HAL ROACH Comedies

ADVICE!

No matter what News Reel and Short Feature contract you have NOW clear the way THEREAFTER!

M·G·M NEWS

A Newspaper on the screen.

Produced by the HEARST *organization*

WHEN THE LION ROARS!

it's worth your while to listen!

PUBLISHED BY

CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

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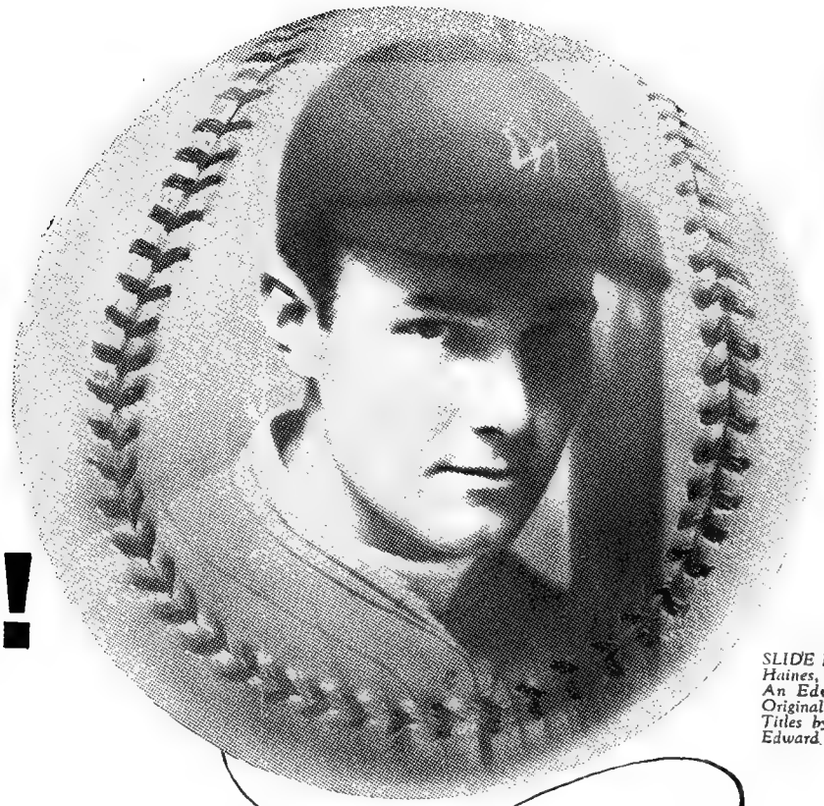
THIS BOY IS THERE!



SLIDE KELLY, SLIDE with William Haines, Sally O'Neil, Harry Carey. An Edward Sedgwick Production. Original screen play by A. P Younger. Titles by Joe Farnham. Directed by Edward Sedgwick.

Watch William Haines!

—SOON IN "SLIDE KELLY, SLIDE"

THE public makes stars.
YOU can't kid the public;
THEY know the ones they want!
THIS boy, William Haines, is there!
NOBODY, in all this picture industry,
BAR none—
HAS come to the front rank
WITH such sure-fire acclaim as Haines!
HE smacked a two-bagger with
BROWN of Harvard
AND slammed a triple with
TELL It to The Marines,
BUT listen, brother,
SLIDE Kelly, Slide, tops 'em all
WITH a—you guessed it—home run!

(naturally from Metro-Goldwyn-Mayer)

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IRST NATIONAL'S new STAR
BILLIE DOVE
makes Good
don't take anybody's dust--
AN AFFAIR OF THE FOLLIES
Saturday's debut at Y. Strand still the talk of New York
First National Pictures
Presented by First National Pictures, Inc.
With
LEWIS STONE, BILLIE DOVE and LLOYD HUGHES
Adapted from Dixie Wilson's Story "Here Y'Are Brother"
Scenario by Carey Wilson
Directed by Millard Webb
Produced by Al Rockett
again
IRST NATIONAL does the BIG THING

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Pick up the profits---
First National rolls eleven!

NORMA TALMADGE
in
CAMILLE

A luxurious production scintillating with life and color — the story known to millions — romantic, compelling and full of color. **1**

2 New York hotel life on a Ritz scale — Jack Mulhall heads the great cast — they will love her more in this one — big profits.

COLLEEN MOORE
in
ORCHIDS AND ERMINE

CONSTANCE TALMADGE
in
VENUS OF VENICE

Venice, canals and everything — when she isn't breaking a heart she's bustin' a bank roll — her best by far and that's saying an earfull. **3**

4 The screen's man of steel — a drama that rushes and roars like the lashing of heavy seas — it makes him another "Sea Hawk" — oh boy!

MILTON SILLS
in
THE SEA TIGER

CORINNE GRIFFITH
in
THREE HOURS

The wonderously lovely Corinne comes through with the hit of her career — gowns, great star, great cast, great title make greater profits. **5**

6 Here's the laugh loosener of your life — took months to make — will take years to forget — tighten up the rafters for this one.

HARRY LANGDON
in
LONG PANTS

CHARLEY MURRAY—CHESTER CONKLIN
in
McFADDEN'S FLATS

3 weeks N. Y. Strand — 3 weeks Adams, Detroit — 2 weeks Brooklyn Strand — extended runs everywhere — Nuff Sed! **7**

8 Dorothy Mackaill - Lowell Sherman and 10 star cast — a super dreadnaught of thrills with the Battle of Jutland as the highlight.

ROBERT KANE'S
Massive Special
CONVOY

BABE RUTH
in
BABE COMES HOME

The idol of millions in a baseball story to be released at the height of the season — the biggest gold find of the year. **9**

10 George Fitzmaurice's first for First National — the shiniest, most beautiful of all stars — a love story that will thrill your heart.

BILLIE DOVE - BEN LYON
in
THE TENDER HOUR

CHARLIE MURRAY—GEORGE SIDNEY
in
BIG BERTHA

Title will be changed to fit the comedy clout of the year — When you see this one you'll cry over so-called comedies. **11**

FIRST NATIONAL PICTURES

You just can't help getting hit after hit—week after week--Spring--Summer--Fall--Winter from

FIRST NATIONAL

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Canadian Moving Picture DIGEST

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"The Booby Prize"

CARL LAEMMLE has established a $5,000 prize, to be awarded yearly as the Laemmle prize, to those who contribute, through publication, any idea covering a story for picture production; a constructive idea tending to more perfect technical presentation, an idea covering direction, or an idea concerned with the business of operating this Industry. Ideas must have had publication either in periodicals, books or newspapers. The first prize is to be $2,500, and other prizes to be awarded according to the worth of the idea.

RAY LEWIS

There has been no mention of a "Booby Prize," but its introduction is going to be a necessary institution; and I therefore recommend that the "Laemmle Award" include a "Booby Prize" to be given to the author of any letter, or article which receives publication, and which embodies a "booby idea" in relationship to motion pictures.

A few yearly awards might save the Industry from receiving public criticism, which despite its sheer stupidity, is read by an equally stupid public, who spread the stupid gospel it contains.

For the first year, I would suggest "The Booby Prize" be awarded to Bernarr Macfadden, for his open letter on Screen Eugenics, addressed to Messrs. Zukor and Lasky. The letter was published in the "Evening Graphic," New York, March 9th, a copy of which was sent to various publications, accompanied by a letter drawing the attention of the recipient to the fine constructive editorial work for the movies which Macfadden is doing. On another page of The Digest we publish Macfadden's open letter and the letter which The Digest received, calling our attention to it.

If anyone during the year can beat Macfadden in his "Eugenics Idea" for the screen, give them "The Booby Prize," but I think you will find at the end of the year that Macfadden "takes the cake." The prize can be a cake, or a banana.

I am sure that Messrs. Zukor and Lasky will be most careful in the future, not to have Ernest Torrence cast for the husband of Clara Bow, as the director did in "Man-Trap." Think of the children which would follow from such a union; a bunch of Clara Bows, veritable man-trappers, besides no one ever heard of a big fellow, husky and strong, wanting to marry a little dainty bit of femininity, according to Macfadden.

Macfadden states that "Life should be natural, it should conform to human instincts," and according to this process the big strong men are after big strong women—(Ain't Nature Grand). Macfadden may know more about women than I do, not being a woman, but as a woman not quite five feet one inch, I must say that the big husky ones look good to me, but maybe I'm not human.

If Macfadden is not entitled to "The Booby Prize" for his psychology and knowledge of "Human Behavior," then every psychologist and psysiologist, who has ever written any science, or doctrine concerning natural selection, is a blunderer, and Macfadden stands alone.

What do you say about it, gentle readers? Do big men like little women, and little men, big women?

Is the law of the attraction of opposites true to form, or is it only a "throwback?" Write The Digest.

Ray Lewis

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"A picture that happens once in a blue moon. A masterpiece---one of the ten best Pictures I ever saw."---Monroe Lathrop, Dramatic Critic of the Los Angeles Express.

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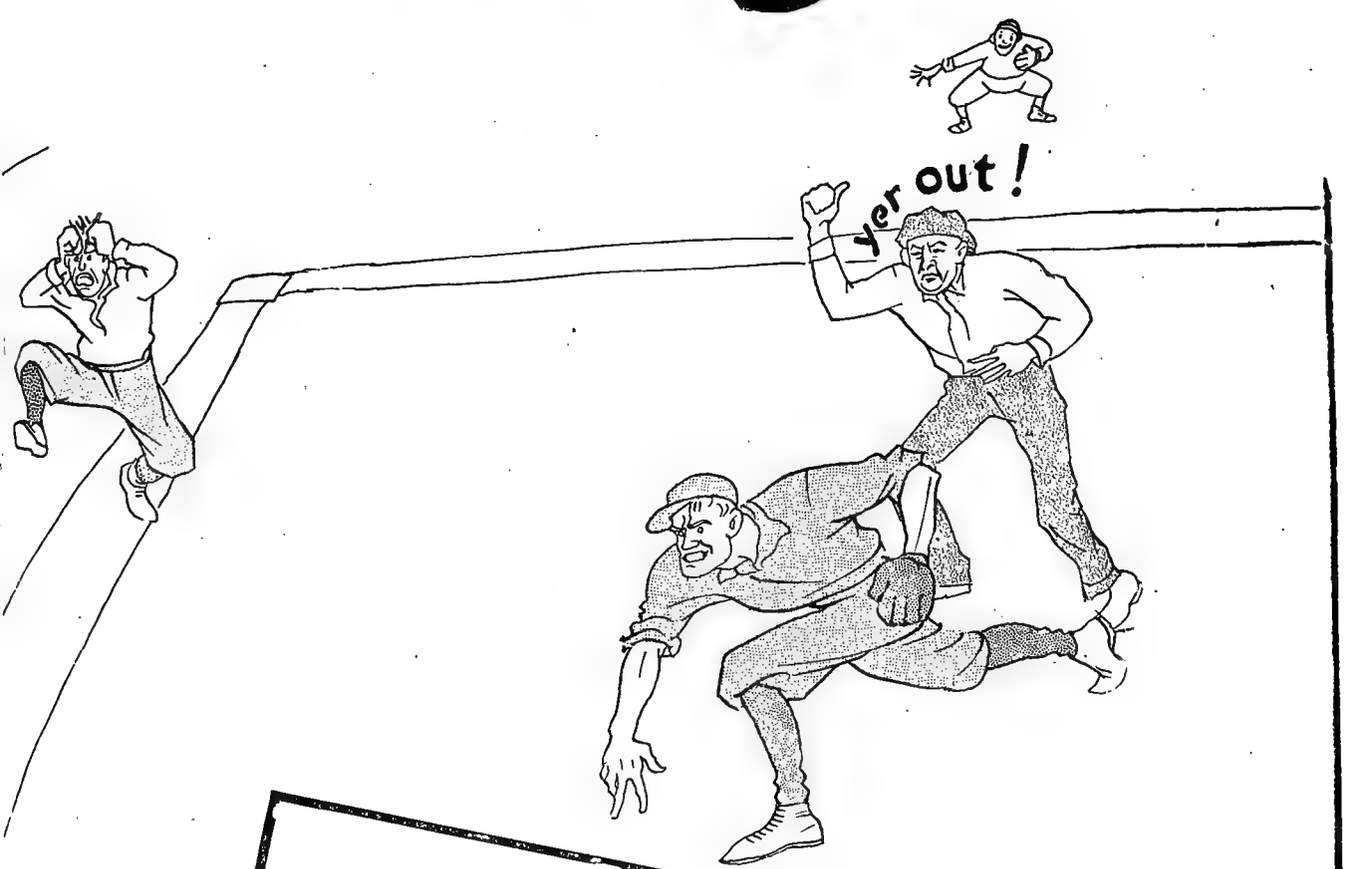

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Wallace Berry

ITS

A Home Run for Exhibitors

This One Is Sure To Bring
Tears of Laughter

A Paramount Picture

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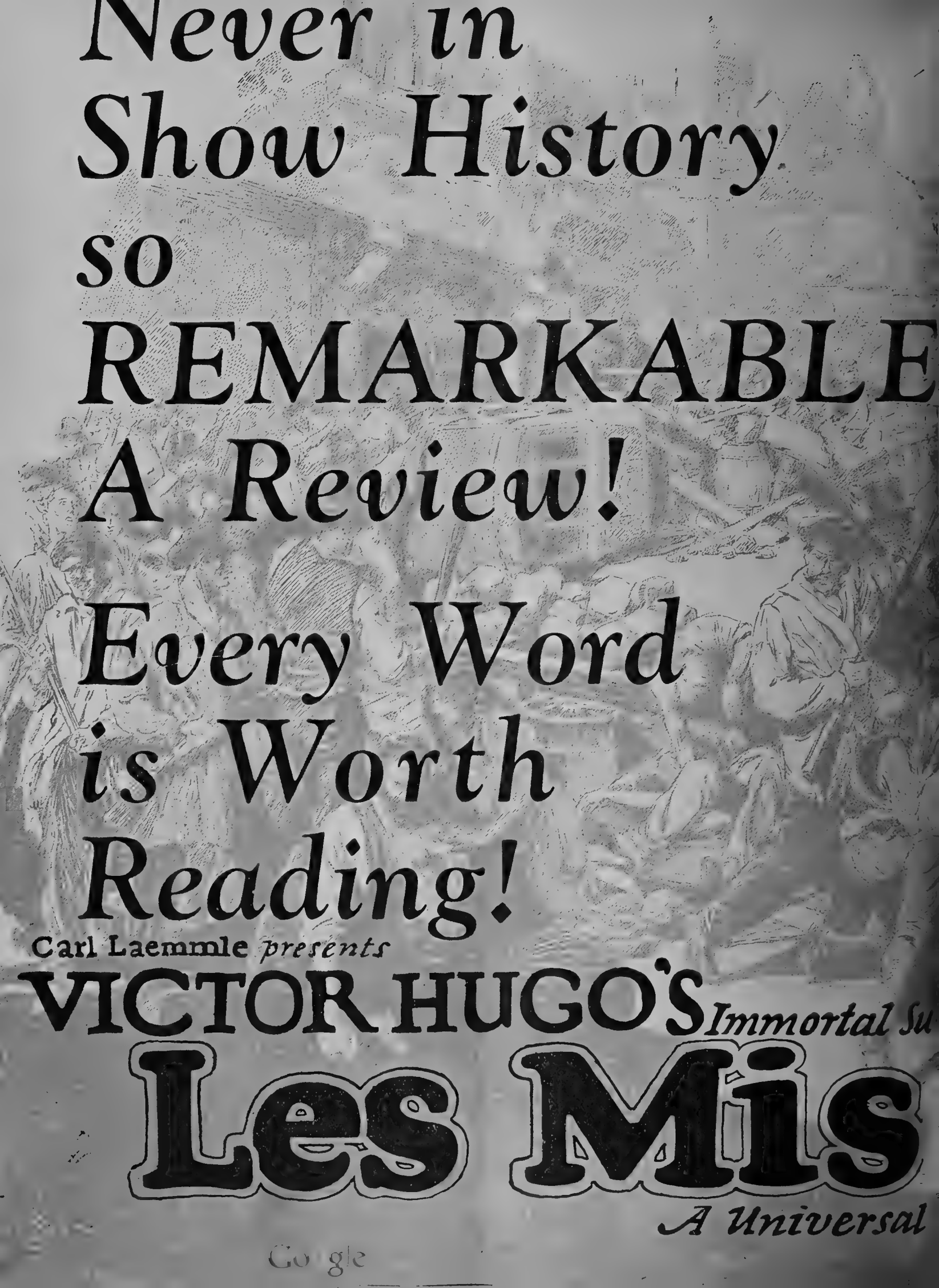
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Carl Laemmle presents
VICTOR HUGO'S Immortal Su
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"Les Miserables" Great Film Achievement

Makes Hugo's Epic Live Again

Review in The Montreal Daily Star, March 1st, 1927

"There cannot be two candid opinions about the quality of the French film, 'Les Miserables,' Universal's screen version made by Cine-Roman of Victor Hugo's epic novel. It is great, no matter by what standard or from what viewpoint you judge it—great in conception, great in design, great in execution, and great in the quality of the acting and the vision of the producers. The original version was in two parts, one of ten and the other of eleven reels. This has been condensed, for purposes of North American consumption, into twelve reels. A great deal of profoundly interesting material has of necessity been eliminated. But as it stands in its curtailed form the picture is still a remarkable example of what intelligence, respect for an author's work, and the inspiration a work of genius affords sincere artists can achieve when applied to the interpretation upon the silver sheet of a novel that possesses the elements of immortality.

"Many of the best-known names in the French theatre were proud to take part in this picture. The story as they tell it picks out the principal dramatic incidents in the novel, always preserving the main theme—the regeneration of humanity through the influence of goodness in man. From the time when Jean Valjean is given his liberty by the Christ-like old Bishop, his face is set towards good instead of evil. The dramatic proportions of the book have been ingeniously preserved, even in the abridged film, and though it is impossible not to discern here and there hiatuses that indicate cuts, yet there is no inconsistency to be noted, and the sequel invariably provides the essential clue.

"As to acting, this is the best acting of a nation whose theatre has led the world. Not a single role, no matter how trifling, is insignificant, because each is interpreted with care, with due regard for values, and with a sound sense of proportion. The leading roles are so played as to leave one in no doubt whatever as to the future of the French film industry. Technically, morever, this picture is comparable with the finest anywhere. The photography in some instances is nothing short of wonderful, and at the same time there is an utter absence of inconsistent or blatant lighting effects for the purpose of catering to the most infantile intelligence. Scenes that call for gloom are done in gloom, but gloom touched with imagination and suggestion. The scenes at the barricades in Paris are the ultimate in realism upon the screen. They make each tragic moment live before the eyes of the spectator. Assuredly 'Les Miserables' marks the beginning of a new era for the European film."

S. MORGAN-POWELL

ccessor to "The Hunchback of Notre Dame!

erables

Film de France Triumph

Go gle

Ray Presents

MR. GEORGE E. PATTON, Director of the Motion Picture Bureau of the Province of Ontario, Studios at Trenton, Ont., represented the Hon. Premier Ferguson of Ontario at the opening of the New "Roxy" Theatre, New York.

* * *

Mr. Patton was accompanied by R. C. Gadshy, representing the Canadian National Railways, who was also the guest of Mr. S. L. Rothafel (Roxy).

* * *

IT WAS interesting to get a British angle on the opening of the theatre; and most interesting to get Mr. Patton's reaction. I will quote him so that the full effect of his reaction may register.

"Quite the most magnificent theatre I have yet visited. A building of wonders, lavish in its investitures, but impressing you with its good form and good taste. In fact the entire presentation was pervaded with a dignity which we Britishers have learned to distinguish as being essentially British. Magnificence without ostentation."

* * *

THE "ROXY" THEATRE is reported as "the last word in theatre architecture;" all hail Mr. W. W. Ahlschlager the architect; and is said to have the distinction of having the largest seating capacity, 6,500 seats, of any motion picture theatre. In addition there is a standing space of 500, and arrangements made to take care of 2,500 purchasers of tickets before their admission to the theatre auditorium.

* * *

"MONS" had a special showing at the Tivoli Theatre, Tuesday night under the auspices of Tivoli Theatre, The Regal Films and The Toronto Telegram, who co-operated as triple hosts to a distinguished list of "guest" patrons. This latest British war release will play the Tivoli, Toronto, the week of March 21st, and should prove one of the outstanding successes of the season. It is true to facts with just enough comedy to relieve the thunderbolts of war and a suggestion of a love interest which whets the appetite for more.

* * *

The Stanley and First National combine is heralded by the Wall Street Journal as a combination which will rank with the biggest in the country.

The move involves the pooling of 31,000 shares of First National's Common Stock out of a total of 60,000 shares, the Stanley Co. thereby securing control.

* * *

The move conceded to be a logical and necessary step in the growth of three major companies, Stanley, West Coast Theatres, Inc., and First National, and will greatly strengthen the position of First National.

* * *

The financial resources behind First National now will supply the sufficient capital for an augmented programme and protect the Stanley and West Coast Theatres in connection with product.

* * *

THE STANLEY COMPANY is said to be one of the "most compactly grouped chains of theatres," in America. Particularly showing in the Philadelphia district and said to virtually control Pennsylvania, New Jersey, Washington, D.C. The West Coast Theatres, Inc., dominate California, and through other affiliations Stanley "has an outlet in important systems in Minnesota, Missouri and the Middle West."

* * *

First National produced 52 films in 1926 and its gross rentals are reported at $25,000,000. It operates 40 exchanges in the United States. Exchanges across Canada in key centres and about twelve exchanges abroad which are operated under the "Fanamet" trademark.

* * *

First National Studios include the new studio recently completed at Burbank, California, and also include 60 acres of land. Its outstanding securities held by the public is $2,500,000 in Preferred Stock. The officers of First National are Robert Lieber, President; Richard Rowland, First Vice-President and General Manager; Samuel Spring, Secretary-Treasurer.

* * *

The combination just concluded is the third step in a series of plans to place First National in the front line of producers permanently. The first move being the purchase of the control of West Coast Theatres interests in competition with William Fox, $800,000 being raised by its Franchise-holders. The second step was the merger of theatre owners in New Jersey and Pennsylvania with Stanley Co., and the third play of the cards is the latest interesting development.

SHORT TALKS
ON
SHORT FEATURES

Reputation

Otto H. Kahn has just addressed to the students of Princeton University some excellent advice. The "ten rules of success" which Mr. Kahn offers would be excellent thoughts no matter who wrote them, but his remarkable career in the banking world gives them real authority.

The rule that impressed me most was this: "The most serviceable of all assets is reputation."

Why is one man's word as good as his bond, while another's means but little? Why is one company's good will valued in millions; another's hardly recognized at all? Reputation!

It is reputation that builds up for a theatre that steady week in and week out business that makes fortunes — reputation for always giving the patron a good all around show for his money. It is reputation that has brought *Educational* to its position of dominance in the short feature field—reputation for the best pictures, the best service, the best advertising support, and for keeping faith with you at all times. And it is reputation that makes our promise of a splendid program for 1927-1928 a serviceable asset for you as well as for us.

EDUCATIONAL
FILM EXCHANGES, Inc.

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Metro-Goldwyn-Mayer To Use Original Material

The Metro-Goldwyn-Mayer organization, with a writing staff which numbers over sixty, are steering towards the original story for screen purposes.

It has been found that frequently stage adaptations, or adaptations from books for the screen, leave very little of the original material; and the price paid for the mere skeleton is out of proportion to its worth.

There is the angle of the "tall timbers" to be considered also, the towns and villages which turn in a continual revenue though far removed from the glamours of Broadway. For such as these Broadway successes mean nothing.

In the good old days of show business, a play went on tour and played everything from "soup to nuts," but today Broadway and a few of the big cities only see the production; and these oftimes are not as interested in the screen version of the drama, which has only been enabled to use the material suitable for its particular style.

In relationship to books, although enjoying a wider publicity through circulation than the drama, these too are often robbed of their interest in a screen presentation, for the screen is not interested in an author's peculiar style which has put him or her over, their descriptive power, or poetry of language.

The screen is interested in motion pictures in action which unfold an interesting story. It has been discovered that stories written directly for the screen are more frequently box-office successes; and not nearly so expensive; and in the final analysis why pay a hundred thousand dollars for a story which your three hundred, or five hundred dollar a week scenario writer has to whip into shape for screen presentation, sometimes leaving as previously mentioned, merely the name.

The Metro-Goldwyn-Mayer organization has also discovered in the increase of its foreign trade that Broadway names do not put the picture over abroad, the picture stands on its quality as entertainment.

"THE CHINESE PARROT"

So Jin, who will be remembered for his startling performance in "The Thief of Bagdad" with Douglas Fairbanks, will play the role of the detective in "The Chinese Parrot," which is already in production at Universal City. The cast will be taken to San Francisco for necessary location shots.

Jack Nelson Discovers Digest Sells Pictures

Regal Toronto Branch Manager Finds Digest Made Sales

Mr. Jack Nelson, the popular sales representative for Regal Films' Toronto Branch, is firmly convinced that not only are the better grade of English-made feature pictures securing a firm hold with exhibitors as real box office attractions, but also that the Canadian Moving Picture Digest is a real advertising medium. During his trip into the central part of the province last week Mr. Nelson, during his calls on exhibitors, met four different theatre owners, each of whom immediately on meeting Mr. Nelson inquired with regard to bookings on British productions that had been exclusively advertised in the Digest. Two of these exhibitors booked "Trainer and Temptress," the great English racing drama, with Juliett Compton and James Knight, and two others, also without solicitation, booked the super-feature "Mons," a dramatic epic of the recent World War, which is a true story of "the Old Contemptibles."

Inquiries at Regal Films' Home Office in Toronto elicited the information that both "Mons" and "Trainer and Temptress" are being widely booked all through the Dominion. We are also informed by Regal that they have concluded arrangements to bring into Canada several more of the outstanding British productions.

BRITISH QUOTA

LABORITES and Liberals are reported as opposed to British Quota Bill in connection with Films. The Bill passed its first reading in the House of Commons.

Former Premier Ramsay MacDonald led the opposition for the rejection of the measure which starts at a 7½% quota to an increasing proportion up to 25%.

Sir Phillip Cunliffe-Lester, Conservative representing the Government, stated the the Bill expressed the wishes of the recent Imperial Conference.

"THE GORILLA HUNT"

Box office receipts at the Broadway Palace Theatre, Los Angeles, where "The Gorilla Hunt," F. B. O.'s sensational special has been playing to capacity for two weeks, were so enormous, that the picture has been held over for a third week. This is a record for that house, inasmuch as no film has played the theatre for longer than one week in several months.

Theatre Decoration

is next in importance to good pictures. You will get "bigger houses" if the public find in your Theatre that harmonious atmosphere of restfulness necessary for complete relaxation. Entrust the decoration of your Theatre to

J. O. DOUGALL

Theatre Decorating Specialist

292 Borden St.—TRinity 3794—Toronto

CANADIAN PROVINCES LIFTING TAX OFF AMUSEMENTS

One after another various Provinces of Canada have announced legislative relief for exhibitors and theatre-goers.

At Victoria, B.C., on March 4, the British Columbia Government announced that the amusement tax for theatres in British Columbia cities would be cut from seven to five per cent. This will reduce the income for the Province from this revenue by $75,000 a year, it was stated.

This followed an announcement at Toronto that the Ontario Government had abolished all amusement tax on tickets up to 25 cents, this meaning a reduction in revenue of $600,000 a year for the Province of Ontario.

The Manitoba Government has also promised at Winnipeg that a substantial cut will be made at once in the Manitoba Amusement Tax while the Saskatchewan Provincial Government recently raised the ban against fight pictures.

The important step has been taken by the Quebec Provincial Government of cancelling the exemption of church and charity entertainments from the Amusement Tax in that Province, thus placing church concerts on the same basis as theatre performances. This was announced on March 5.

The Quebec Legislature has adopted a measure providing for the collection of the Amusement Tax at theatres in so-called "unorganized territory." The levy in Quebec is collected under a Provincial law and the proceeds are turned over to the municipality in which the respective theatres are located. There are quite a few theatres which are not located in cities or towns and they have not been troubled with the amusement ticket tax. The Province will now collect this tax and provision is made for the turning over of this revenue to the nearest municipality for approved purposes.

Gertrude Astor has completed her role as the mother of little Eva in "Uncle Tom's Cabin" for Universal.

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Associated Screen News Luncheon to Trade

Propaganda Against Sunday Shows Montreal Spreading

A luncheon was given by the Associated Screen News, B. E. Norrish, managing director, at the restaurant of the plant at the corner of Decarie Boulevard and Western Avenue. Theatre operators and representatives of the Film Industry were present.

Manager Howard Connor, of the Imperial, spoke about the propaganda which was spreading in Montreal against Sunday Shows and which was in need of attention.

B. E. Norrish invited his guests to see the new plant which was arranged according to the most modern methods yet introduced on the American continent.

Associated Screen News, Mr. Norrish stated, was doing its liberal share towards the building up of a Canadian Film Industry.

Other speakers were William Gearing, Manager, Fox Films; George Nicholas, Managing Director of the Independent Amusement Company; Thomas Dobigan, Assistant General Manager, Famous-Lasky Montreal; William Lester, Advertising Manager, Independent Amusement Company.

PROJECTION

By GUY E. McALLAN

When installing switches, always instal them so that gravity will tend to open the switch, not close it.

* * *

A point which many projectionists do not watch is the vent flues leading from the lamp houses to the open air. In time these become choked with white ash resulting from the burning carbons and this greatly interferes with the ventilation of the room and lamps; at least once a year take down these vent pipes and thoroughly clean. If yours have been neglected for a year or so you will get a surprise at the amount of ash present.

* * *

If your projection machine is equipped with one of the low voltage framing lamps, be sure that you have a spare bulb or two on hand, as when your framing lamp goes out you will find it difficult to thread your machine in frame.

* * *

A very good addition to the tool kit of the projectionist is a watchmaker's eye glass. This will be found very helpful when doing some fine work such as on the machine gate.

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Delivery of Films to and from Theatre--

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We also handle for Delivery Theatrical Effects and Accessories

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Gilda Gray For Goldwyn

Gilda Gray of "South Seas" glory, not forgetting Gilda Gray's Shimmy, has been signed up by Samuel Goldwyn for a period of five years. Her first part, the Nun in Edward Knoblock's play, "Marie Odile."

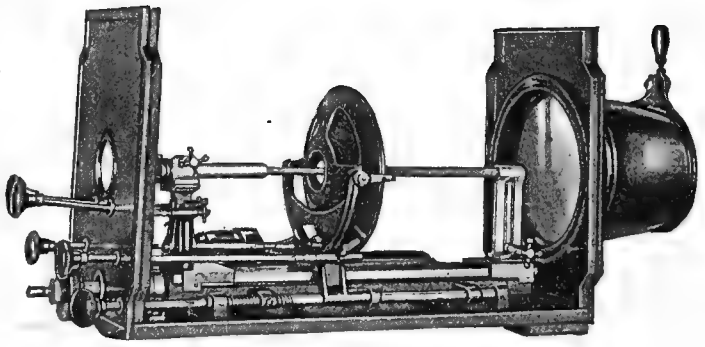
SPECIAL INTRODUCTORY OFFER

ON

Motiograph DeLuxe Reflector Arc Lamps

Current necessary—

A supply of Direct Current of from 18 to 25 amperes for each lamp, depending on size of picture. We can supply a rheostat for use on 110 volt D.C. line or on Motor Generator set at present in use for $35.00 extra.



Limitation—

In connection with this Introductory Offer no rheostats, arc lamps or generator sets will be taken in exchange or for part payment. Terms on this offer will be accepted with responsible parties.

ADVANTAGES—

Current Consumption reduced to ¼ of your present arcs

Carbon Consumption cut approximately in half

Cool in Operation, very little heat being given off

Clear, Evenly-lighted Picture, snow-white and flickerless

Regular Price $450.00. Introductory Price $300.00 Each.

The Introductory Price expires on April 30th, 1927. This remarkable offer is only possible through the co-operarion of the Enterprise Optical Manufacturing Co., it is for a limited time only, and is granted to introduce the DeLuxe Reflector Arc Lamp in Canada. The DeLuxe Reflector Arc Lamp is in our opinion by far the best made, and our offer includes the standard equipment with stereopticon attachment.

Further particulars? Sure—just write us—and *do it now.*

THE COLEMAN ELECTRIC CO. - 258 Victoria Street, Toronto

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TORONTO THEATRES

REGENT — "The Kid Brother," with Harold Lloyd — Paramount. Class A. In its third consecutive week, and playing to large audiences. Acclaimed as Harold's best, it is one of his best at any rate.

UPTOWN — "Orchids and Ermine," with Colleen Moore—First National. Class A. The best story that Colleen has had in a long time and one which gives her a splendid opportunity for her specially gifted comedienne style. The story reveals Colleen as a busy switchboard operator in a big hotel in New York, who made a "real" connection, when she "made" the millionaire, who is none other than Jack Mulhall. He said it with flowers; and flowers were surely coming to "Pink" Watson, as played by Colleen. You should see our Colleen all "dolled up" for the great adventure. "Orchids and Ermine," a marcel and a manicure plus all the other frills which go towards making the feminine of the species an even more alluring sex attraction. This picture abounds in humourous situations and witty titles with real New York glimpses of Fifth Ave., Broadway and Riverside Drive. John McCormick, the producer picked a "live one" this time. The cast is excellent and includes such names as Hedda Hopper, Kate Price, Sam Hardy, Alma Bennett, Emily Fitzroy. Gwen Lee as Ermintrude did a snappy bit of work.

TIVOLI — "An Affair of the Follies," with Billie Dove, Lewis Stone and Lloyd Hughes — First National. Class B. Billie Dove is most beautiful and does consistentlv good work as a dancer in the Follies, who falls in love with an honest but poor clerk (Lloyd Hughes), giving up the offer of a wealthy broker (Lewis Stone) for love in a flat with the clerk. Millard Webb directed the thin plot admirably and the development provides excellent entertainment, light but agreeable. Lloyd Hughes as the handsome clerk husband is good, Lewis Stone as the middle-aged pursuer of the charms of the dancer suits the suave style of such a role. The settings are worthy of especial mention.

LOEW'S — "The General," with Buster Keaton — United Artists. Class B. Buster's latest contribution to the comedy world has been written, directed and acted by himself. It is a large order. I once heard a judge say that a lawyer who has himself for a client, has a fool for his lawyer. If Buster had left the direction to someone else, they would have had a close-up and long shot view of what was transpiring; and this would have furnished the vision to "pep" up the action which drags for a comedy. The story has possibilities but one man cannot carry the whole interest; and it appears Buster expected too much from himself. The whole interest lies in the chase scenes of the locomotives, but this is not sufficient to register the picture as big.

PANTAGES — "Wolf's Clothing," with Monte Blue and Patsy Ruth Miller — Warner. Class B plus. Monte fans will enjoy this picture immensely. Good melodrama produced with a degree of lavish style. Fast action and love interest which bring into play a New York subway train, where a wealthy "nut" locks himself in the motorman's compartment, after knocking the motorman unconscious. The thrills occur when Monte, as the motorman, recovering, climbs up and down the subway train (which is tearing along undirected), in combat with the "wealthy nut." There is more to the drama which grows more involved, the action giving Monte a chance for good-looking "togs" which Monte knows how to wear like a gentleman. Then there is Patsy Ruth Miller as the nurse, and society belle who does her usually good work. Rol Del Ruth is responsible for the excellent direction. Arthur Somers Roche for the story. It should prove generally popular. The surprise is that the whole action is a dream, the facts involved in this bit of fiction is that the hero, who happens to be a guardsman on a subway train, is knocked down by a motorist and taken to a hospital where, unconscious, he dreams the motorman and society incidents of the story.

Neighborhood Theatres

PALACE — "Winners of the Wilderness," with Tim McCoy—Metro-Goldwyn-Mayer. Class B plus. A real picture with a historical angle which is sure to please. Better than its title. "New York," with Ricardo Cortez — Paramount. Class B. Just what its title signifies. Bright lights, tears, laughter, cocktails, remorse, and then more laughter.

ST. CLAIR — "Johnny Get Your Hair Cut," with Jackie Coogan—Metro-Goldwyn-Mayer. Class B. Jackie is the same good little artist, and has his following. "Altars of Desire," with Mae Murray —Metro-Goldwyn-Mayer. Class B. Mae is considerably more sylph-like and acts in her usually vivacious manner, making this an entertaining feature. Conway Tearle is excellent.

COLLEGE — "New York," with Ricardo Cortez—Paramount. "Midnight Lovers," with Lewis Stone and Doris Kenyon — First National. Class B. Good entertainment.

BEACH — "It," with Clara Bow—Paramount. Class B plus. This feature is "it" and is the highest praise we can accord it. "Tin Hats," with Conrad Nagel and Clair Windsor — Metro-Goldwyn-Mayer. Class B. Excelelnt work by both leads.

COLEMAN'S INVITING OFFER

Harry Coleman, of the Coleman Electric Co., breaks out with an ad in this issue that demands the attention of every exhibitor in the way of a special offer on Motiongraph DeLuxe Reflector Arc Lamps. Where price was a consideration heretofore, these units are now placed for a limited time on the market at a low price that must command consideration.

The DeLuxe Lamp will be supplied at the Special Price of exactly the same construction as at the regular price and includes mirror, condenser, stero attachment for slides, and automatic arc controller for feeding the Carbons. The advantage of this type of lamp lies in the enormous flood of white light produced with small current consumption and using carbons half the size of the old familiar kind. Mr. Coleman tells us that he does not expect to in future sell any of the common old style arc machines, that fututre requirements will be for Reflector Arcs on large pictures and Mazda Units for the smaller pictures.

Mr. Coleman also advises us of a new development on Screens whereby the well known "Superlite" will now be supplied on Duck cloth only making puncture proof, and coated with a preparation that will not darken in use. The "Superlite" will continue to be supplied to order as before, the surface being finished according to the measurements of the theatre and according to the kind of light source used—arc lamp or Mazda. These developments only maintain "Superlite" superiority over other screens.

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Macfadden's Plea for Screen Eugenics Copy of Letter to Messrs. Zukor & Lasky

Director of Publicity for Macfadden True Story Pictures Inc. Pleads That Editors Give Article Prominence.

The following is a copy of an editorial which was published under the signature of Bernarr Macfadden, in the New York Evening Graphic, as referred to in our editorial of this issue, "The Booby Prize."

The fact that the publicity department of the Macfadden Publications brings to our attention that 600,000 people in New York City and surrounding territory will read the Macfadden's Eugenics of the Screen, makes his editorial a serious consideration. We publish his editorial in full and the letter which accompanied it. The screen has had plenty of criticism in the past, some just and some unjust, some reasonably critical, and some bordering on the ridiculous.

The screen has been asked to be the clown, school teacher, and minister of the world. It has, through its latest promotion become "Doctor Motion Pictures," as referred to in our editorial of February 19th, but that it should take unto itself the power of becoming a prenatal influence, and an institution for the propagation of eugenics, is about the last straw.

Surely when our hero saves his heroine from the "coils of the villain," and he pursues her into the rays of a setting sun, or she entices him into the garden, that they both might become moonstruck, or as in "Don Juan," he gallops away with his lady-love to his "Castle in Spain," surely, Macfadden, at such a time you would not precipitate the idea of procreation. Children have their place, but that place is the nursery. Let us enjoy the privilege of a little love without thinking of the consequences. (Editor)

AN OPEN LETTER TO MR. ZUKOR AND MR. LASKY

"To you, the kings of the motion picture world, I address my plea.

"I number myself among the motion picture fans.

"I love the drama that the screen sometimes portrays with such delightful mystifying detail.

"But you cannot present anything better than life itself.

"The motion picture is supposed to be a true portrayal of our experiences. The more nearly it follows the bent of human instincts the more satisfying it becomes.

"But there is one phase of screen realism that is not true to life.

"And to you, Mr. Zukor, and to you, Mr. Lasky, I plead with all the intensity of an enthusiastic film lover: Why, oh, why, cannot you use your influence to force the directors of your pictures to call a halt on the habit they have of mating frail, delicate weaklings with big, strong, muscular men?

"It is incongruous! It is impossible! In real life it rarely or never happens.

"Anyway, the picturization of screen life should, to a certain extent, help to guide and influence those who see it.

"The strapping hero of the Western plain is made to fall in love with undersized, city-bred specimens of femininity.

"That could not happen in stories that are true.

"And if it did, such a marriage could never be permanent.

"It could not possibly represent home building of a worth while type?

"And I really believe, Mr. Zukor and Mr. Lasky, that with your extraordinary genius manifested in the building of the picture business you personally realize that matings of this character are unnatural and in many instances an insult to an intelligent audience.

"The process of working out a moving picture plot should have a reasonable amount of respect for human instincts. The plot should, at the same time, endeavor to be constructive as nearly as possible.

"For romance should look forward to home and the ultimate appearance of fine specimens of child life.

"Imagine those heroes of yours, some of them from a head to a head and a half taller than the often debilitated specimens of femininity with whom you allow them to fall in love. Imagine, if you can, the progeny of a mating of this sort!

"The magnificent playhouse you have erected in the center of Broadway's activity—the Paramount Theatre—definitely proves the clearness of vision which you men of motion picture renown have developed.

"But I plead with you to enforce a more careful consideration in the development of the dramas that you present to the audiences through the world.

"Every picture should have a clean moral and every romance should be constructive. It should build for the future. It should help to perpetuate the race.

"And that means home building of a superior type!

"When you pair off a man and a woman in a matrimonial agreement, ask the same questions that will come to your audience:—

"'What kind of children will come from this union? What sort of a home will they make?'

"If your directors ask these questions we will see no more of the mismated couples they have thrust upon us so frequently in recent years.

"I can well imagine the difficulty that some of these very pronounced masculine types of manhood have encountered when they were compelled to make love to miniature types of femininity that would not have the slightest attraction for them in real life.

"Why cannot we have a change?

"The picture is supposed to represent life.

"Life is not a holiday. It is a reality.

"It brings hardship and suffering, along with happiness which at times is so intense that it seems like Heaven glorified.

"But life should be natural.

It should conform to human instincts, and upstanding men and women should not be insulted by the mismating habits that some of our moving picture directors have recently foisted upon us.

"I, for one, pray for relief from the constant repetition of this flagrant evil."

(Sgd) BERNARR MACFADDEN

March 9th. 1927.

Editor,
Canadian Moving Picture Digest,
Toronto, Canada.

Dear Sirs:—

Here is an editorial that will be read by more than 600,000 people in New York City and surrounding environs. An overwhelming majority of this vast number are motion picture fans.

Every exhibitor throughout the length and breadth of our land should read this. He will appreciate its value, for in it there is the very fibre and woof of the motion picture of tomorrow, which will teach as well as entertain, pave the way for a clearer understanding in life and uphold the fundamentals of truth and romance.

America's mighty motion picture edifices cannot hope to endure with continued prosperity unless producers begin to realize the necessity of adhering to life as it is really lived, even though the cinema's mission is primarily to entertain.

Your better editorial judgment will undoubtedly consign Mr. Macfadden's remarks to a conspicuous place in your constructive sheet. Please accept our thanks for this journalistic courtesy.

Very truly yours,
Director of Publicity,
Macfadden True Story Pictures, Inc.

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Round About the Studios

Milton Sills, one of First National's foremost stars, appearing in "The Sea Tiger."

Universal has purchased "No. 13 Washington Square" by Leroy Scott. It has served both as a dramatic play, starring Mae Irvin, and a novel, published by Houghton-Mifflin.

Nina Romano, whose marriage to Lou Tellegen occupied front page space in the newspapers of the country a little more than a year ago, has been cast in Clara Bow's new starring vehicle for Paramount. She will play the hostess during a "wild party" sequence that is one of the features of the picture, "Rough House Rosie," in which Reed Howes and Douglas Gilmore play opposite the star. Frank Strayer is directing.

Greta Garbo of "Flesh and The Devil" fame has had another break with the Metro-Goldwyn-Mayer forces. It is reported her salary was raised from $700.00 weekly to $2,500.00; and that everything appeared to be satisfactory for the production of "Anna Karenina," Dimeter Budinvetzski to direct, when Greta was again seized with her "walking out malady," it is said; and now it is reported the picture goes into production without her. Jeane Eagles, or Lya De Putti may secure this magnificent role.

Temperament is an artist's most valuable asset when the artist is master of the situation, but when this emotional complex makes an artist irresponsible, or unreliable it develops into a liability, besides the world has arrived at such a clever stage, that very few people remain indispensable.

"The Little Adventuress," in which Varconi is playing opposite Vera Reynolds, the star, is Clara Beranger's screen version of "The Dover Road," A. A. Milne's successful stage play. Others featured are Phyllis Haver, Theodore Kosloff and Robert Ober. for P. D. C.

Hans Dreier, well-known European artist, who has won a reputation as a designer of motion picture sets in Hollywood, has provided drawings for colorful interiors and exteriors required in Pola Negri's new production, "The Woman on Trial."

Conrad Veidt has been transferred from Paul Leni's company making "The Chinese Parrot" to the featured role in the Viennese play, "Lea Lyon," which will go into production at Universal City next week. He will play the role of Rabbi Mendel, with Mary Philbin and Ivon Moskine in the other featured roles, under the direction of Edward Sloman.

"Fighting Love," the Producers Distributing Corporation's much talked about feature, starring Jetta Goudal, had its first Ontario run at Pantages Theatre, Toronto, last week. Ned Miller, manager of Pantages, praises the feature highly and points to the fact that his theatre has been packed all week and will come very near doing record business.

Dorothy Mackaill, of First National, and Aileen Pringle, of Metro-Goldwyn-Mayer are "real" buddies.

A mountain peak at Jasper National Park, Alberta, has been named after Olive Borden. Mayor Fred Brewster, formerly of the Canadian Army and an officer of Jasper National Park was master of the christening ceremonies, which made the mountain peak an Olive Borden. The ceremony was attended by Col. J. C. Rogers, Superintendant of Jasper Park, Inspector Frey, and twenty-five World War soldiers. The entire "The Country Beyond" Fox company were spectators.

Looks as though Dolores Costello is getting "The Third Degree" in Warner's production of that name.

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A Vibrant Story of a Woman's Heart!

Rose of the Tenements

with

SHIRLEY MASON and JOHNNY HARRON

THE MOST DRAMATIC SPOT ON EARTH—NEW YORK'S EAST SIDE! Narrow, dingy streets—shabby, sooty buildings, sidewalks crowded with surging humanity, cluttered with pitiful odds and ends—the abode of poverty! In this atmosphere is juggled every emotion known to the race—each life is redolent with vital and potent drama!

From the Story "The Stumbling Herd" by John Moroso

Directed by Phil Rosen

Distributed by the

MASTER SHOWMEN OF THE WORLD

GREATER

F B O

HOW WE HAVE GROWN!

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CANADIAN MOVING PICTURE DIGEST

Vol. 18, No. 47. TORONTO 2, CANADA March 26th, 1927

WILLIAM HAINES

in

EMBASSY
Theatre, N. Y.
Picked it as big follow-up attraction after "Tell It to the Marines" and "Ben-Hur"
NOW PLAYING AT $2 ADMISSION

with
Sally O'Neil
Directed by
EDWARD SEDGWICK

It's a great big daisy from

GARDEN OF WONDERFUL HITS

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2

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A GREAT *NEWS* POWER IS BUILDING!

ALREADY a network of news gathering forces is girdling the globe. If it's in the News you'll find it in the M-G-M News Reel.

M-G-M *News*

BRINGS YOUNG BLOOD TO THE NEWS REEL FIELD!

The Vast Resources of the Hearst Organization Plus M-G-M Means Something Worth Waiting For!

THREE brief years ago
M-G-M astounded the picture world
WITH new, daring ideas....
IN feature and Road-Show production.
M-G-M became The Talk of The Industry.
LUCKY were the showmen
WHO joined M-G-M early!
NOW Young Blood will show you
ENTERPRISE and daring in a News Reel—
BE prepared when the time comes!

NO MATTER WHAT NEWSREEL CONTRACT YOU HAVE NOW—GET SET THEREAFTER!

HEARST + M-G-M = THE M-G-M NEWS!

Metro-Goldwyn-Mayer is The Top of The Industry

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A Salvo of Sensation

The British Bull Dog Barks!

Showing the actual scenes of the North Sea engagement between mighty marine monsters when the German fleet attempted to lift the Kiel Canal blockade.

Made with film history gathered by the Allied Navy Departments during the Great World War.

Presented by
ROBERT KANE
in conjunction with Victor H. and Edward R. Halperin
Adapted from
"The Song of the Dragon"
by John Taintor Foote
Directed by Joseph C. Boyle
Scenario by Willis Goldbeck
FIRST NATIONAL SPECIAL

DOROTHY MACKAILL - LOWELL SHERMAN

BUSTER COLLIER - LAWRENCE GRAY - GAIL KANE
IAN KEITH

One of the Big Eleven from

FIRST NATIONAL

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He'll raise

with your house records!

HARRY LANGDON

in

"LONG PANTS"

Just one of First National's Big Ones for the Spring

Faster than "Tramp, Tramp, Tramp"
Funnier than "The Strong Man"
Harry's biggest Pay Rôle!

A First National Picture

Produced by the
HARRY LANGDON CORP.

First National Pictures

Members of Motion Picture Producers and Distributors of America Inc.—Will Hays President

Google

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GEORGE C. WILLIAMS
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Organization

TOMES have been written on the subject of organization from the time Man first learned to hew upon stone pictures which called a meeting of the tribe, or clan, or told the story of a victory, or plan.

Organization in the beginning was for offensive purposes; the family, or tribe, needing new instruments of warfare, better preserves for hunting food; and quite frequently having a lust for the women of a neighboring tribe.

Long before the tribe came into existence, the home was organized by the female of the species, for the protection of her offspring.

RAY LEWIS

Casting our eye beyond the organization of Man, we behold the organization of the kingdom of earth. The sun rises and the sun sets; it has its organized seasons, so has the moon and the planets, spheres and stars of the solar system.

The earth has its seasons for growth, fulfillment, its seasons for harvesting; and the winter, or Sabbath before the spring, or resurrection returns bringing new births, growths and fulfillments.

It is only when nature becomes disorganized, when the elements become uncontrolled, do we find disorder and its twin sister destruction.

Those who have written with authority of the Kingdom of Heaven, have talked of its organization also. The God of Gods, His Son, The Archangels, The Cherubim, the lesser angels and The Elect — each having an appointed duty, or task, a Divine Army, and a Divine Commander.

Coming down to earth again, we find that civilization has mothered organization, Ethics has founded churches, headed by a priest, or a pastor, and these responsible to a power at Rome, or a union of the ministers of God to consider questions which concern them individually, or their unity.

Schools were founded that education might be organized, for thru an established system it was found the best and most permanent results were obtainable.

Trade and commerce organized itself thru following the law of necessity and progress; until today we find that the more progressive, the more powerful an Industry becomes, the more organized does it grow.

Organization is a synchronization of supply and demand. The more civilized we grow, the more organized do we become, for we have learned thru inheritance, observation, experience, that the solidity of a nation, a state, a city, or community is built upon organization.

The Motion Picture Industry is at present in the greatest need of organization.

Producers and distributors have built up a strong organization in the United States; and the position of their organization in Canada is already showing results which are reacting for the good of the entire Industry here.

But the Power of the Screen is in the Screen; and the Screen is the theatre owner; and this vital organ of the body of the Industry, the very heart of it is not organized.

Theatre owners repeatedly have been told that they do not know their strength, but theatre owners have been mostly told that the strength that they must become aware of is their strength within the Industry.

Theatre owners have discovered that the "bugaboo" in the Industry is not as "black as it has been painted." That distributors and producers cannot get along without theatre owners and the theatre owner cannot exist without the distributor and producer.

The producer has learned that he must have distribution and the distributor has learned that he must have the theatre owner.

We have frequently heard that homely expression, "cutting off your nose to spite your face." No normal, civilized human being indulges in this kind of exercise, either by way of revenge, diversion, or as an instance of good business.

The result has been that theatre owners urged to organize for just such a protection, have found that "all the noses remained on all the faces," in other words, the Industry got together to do business; and is continually evolving plans for the perfecting of a system which will stimulate Trade and Production.

The necessity for organization is a necessity of the times. In this day of vast enterprises, with national and international mergers, the men who represent the Industry of Motion Pictures the most solidly, the theatre owners, must organize themselves for the protection of their investments; and as an insurance that they will be permitted to increase their business enterprise profitably.

As one of the most publicized Industries in the world; and as an Industry which is forever finding new channels of service, as such it is not to be wondered at that there is a great need of organization for defensive purposes.

(Continued on Page 8)

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ORGANIZATION

(Continued from Page 7)

Every Industry is interested enough in its own development to organize against any other organization, or group which is likely to attack it. We know that Industries have legislated protection for themselves.

Have you observed how quickly the eyes of the whole world turn upon our Industry should we be unfortunate enough to attract the spotlight of criticism thru the misdemeanor, or folly of one unit of our Industry, even one theatre owner, player, director, or distributor?

Have you observed that organized attacks are immediately precipitated, some covering the issue involved, but some quite irrelevant to the question?

For instance, the Montreal fire tragedy is bringing into discussion questions of Sunday closing, censorship; and other phases which have no connection whatsoever with the theatre tragedy; and which are even extending across Canada, out of the province wherein the unfortunate tragedy occurred — even as far as Alberta.

Picture plays fit, or unfit for adults and children, quotas, taxes, everything which a short-sighted organization can think of to hamper, and make lame a striding Industrial Goliath.

If Canada needs population, it certainly needs Industry to give this population a means of living; and every obstacle which is legislated to curtail the development of an Industry, makes Canada so much poorer in its resources; and naturally reacts upon its population.

Organize theatre owners for defensive purposes. Remember that every attack which receives publicity, which is given the consideration of being listened to by the men who make the laws which govern your country, remember that these forces are organized; and you in your present state are in the position of a householder who has a gun pushed into his face — Certainly your "hands go up." You cannot talk back to an organization, save thru organization.

Ray Lewis

Vanderbilt Treasures Bought By Warner

That a building devoted entirely to Warner Bros.' interests is a thought for the future was made known when H. M. Warner purchased several of the art furnishings of the two Vanderbilt mansions at Fifty-second and Fifty-seventh Streets and Fifth Avenue which now are in the hands of wreckers. Willian Winter is to erect modern buildings on the sites.

At the Fifty-second Street residence Mr. Warner bought for Warner Bros. the marble dining room, the mosaic floor, and marble hall of the rotunda and the ebony room. The panelling, ceilings and walls of five rooms of the Fifty-seventh Street residence were also purchased. Originally, these rooms, it is said, cost upward of $100,000 to construct.

All of this material is being stored for use in a future Warner Bros. building, it is understood. When H. M. Warner was asked about the new building, he facetiously replied:

"If business is good and the Vitaphone clicks, we are certainly going to put up a building of our own."

HALL OF FAME FOR HAROLD LLOYD

"The Kid Brother," Harold Lloyd's latest comedy for Paramount, has been shown in the Hall of Fame in Washington by special request. It was presented to fifty congressmen.

VIRGINIA AND EARLE THEATRES PLAY F. B. O. COMEDIES

Ten Standard Fat Men Comedies, 10 Krazy Kat Kartoons and 10 Alice comedies, all F. B. O. releases, have been booked by the Virginia and Earle Theatres, Atlantic City, N. J., first run houses, for early showing.

The deal was consummated by Jerome Safron, manager of the Philadelphia exchange.

FIVE FIRST NATIONALS COMING WITH SPRING

First National announces that five of its most important pictures for the spring and summer months will be nationally released during the month of April. These are "Camille," "Three Hours," "Long Pants," "Convoy" and "Somewhere in Sonora."

"Camille" is Norma Talmadge's modern screen version of the famous Dumas romance; "Three Hours" stars Corinne Griffith; "Long Pants" is the long heralded Harry Langdon comedy; "Convoy" is the navy special which Robert T. Kane completed recently, and "Somewhere in Sonora" is a Ken Maynard super-western, described as the fastest moving and most fascinating vehicle yet given the handsome riding star.

W. C. Fields, Paramount comedy star, has been making people laugh for more than a quarter of a century. He started as a child with the intention of learning juggling tricks.

Belsize Theatre Opens A Magnificent Structure

North Toronto has a theatre which represents an investment of $160,000. Controller Bert Wemp, speaking at the New Belsize Theatre, at the corner of Mount Pleasant Road and Belsize Drive, said "It says much for the confidence which Messrs. McClelland and Hunt have in this section of North Toronto, in its future expansion and extension, that they have invested $160,000 in this magnificent venture.

Mayor Thomas Foster officially opened the theatre.

The capacity of the house which has about 1,000 seats, was tested in its full strength on the opening with a large overflow waiting to get in. Alderman Beamish was another civic visitor.

The theatre has a large stage and every modern equipment and accessory which spells comfort and service, quality of presentation to its patronage.

"THE UNKNOWN"

Lon Chaney, after scoring a huge success in "Tell It To The Marines," has started work on "The Unknown," for Metro-Goldwyn-Mayer.

"BEN HUR" RETURNS

"Ben Hur," Metro-Goldwyn-Mayer's "mightiest of the mightiest" returns to Toronto, to be presented at the Princess Theatre, Monday, March 28th, with a complete symphony orchestra.

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Ray Presents

THE QUOTA has caused Ramsay MacDonald, former prime minister of England; and leader of the Labour Party to oppose its introduction along lines which cite its antithesis to the principles of freedom.

* * *

Bernard Shaw, in his Shawesque manner, states he is ashamed of the quota measure; and Lord Beaverbrook also views its introduction with disfavour.

* * *

THE introduction of a Trade enforcement, borders on the territory of Restraint of Trade. It encroaches upon the principles of Freedom which has made the British Flag a symbol for "Fair Play."

* * *

I hate to think of England, being obliged to force a market for her pictures before she has really put brains and capital into the Picture Industry, for surely England has done very far from her best yet in the matter of the production of motion pictures.

* * *

WE Britishers have a world reputation for being good sportsmen, wonderful losers, modest winners. From the cradle this is the spirit with which we have been impregnated. The quota introduces an uncomfortable feeling of doubt. Are we such good sportsmen, or are we when it comes to dollars, just as human as the rest of the human species outside of British rule?

* * *

You know we don't tell everybody, but between ourselves there is a silent understanding that we are a little more of a "regular fellow" than the rest. The quota takes a bit of this silent starch out of us.

* * *

INCIDENTALLY, while we are discussing the Quota and British production, it might have been advisable to test out a year's supply of pictures produced with a Government Subsidy, if the Government is interested because of the value of the screen from a proselytizing angle, or if it is simply a matter of Trade and Commerce, purely commercial, where are the British capitalists that will "produce the goods;" and enter the market of competition with the rest of the world?

* * *

THE Kontingent did not win Germany her place in the Motion Picture Industry. Merit, 'Superb Quality received public recognition; and the "bosses" had to listen to the verdict of the public. If Germany, who was placed in the disadvantageous position of living down all the Anti-German propaganda which the war produced, could make good, why not England with an Empire which almost circles the world?

* * *

EDUCATIONAL had a "Short Talk" in the issue of March 19th that should be read with relish by everyone in this Industry.

Otto H. Khan, that patron of the arts and glorious showman of to-day in an address to the Students of Princeton University propounded the "Ten Rules of Success."

* * *

Mr. Hammons, president of Educational, in commenting upon the rules states, "The rule which impressed me most was this, 'The most serviceable of all assets is reputation.'"

Mr. Hammons emphasized that the pinnacle of achievement for a Trademark, is reached when it has attained that reputation which makes its Trademark synonymous with quality; and which can be relied upon from every angle, its name being as good as the Bank of England.

* * *

P. C. TAYLOR, general manager of F.B.O. of Canada, Limited, has drawn our attention to an article published in the March 12th issue of The Digest which deals with the suggested amalgamation of F. B. O. with several other distributing units.

* * *

A wire from Joseph P. Kennedy, the president of F. B. O., states in positive terms that the F. B. O. officers have not been in conference with any other interests with a view to a proposed merger, or combination of any kind; and that no such move is being considered.

* * *

THE "Michael Strogoff" picture was an interesting experience aside from its showmanship angle. It was so essentially Russian. I do not know where I imbibed the idea that it was a French picture; and that Carl Laemmle had purchased it in France. No country, but Russia could produce a film, according to my idea, that "smacked" as much of Russian soil as "Michael Strogoff," but a Russian in his own country. If France produced this film, vive la France!

(Continued on Page 16)

SHORT TALKS
ON
SHORT FEATURES

"Empties"

The most expensive thing about running your theatre is the empty seats in the last few rows. And, when you fill them, they are the most profitable. After you have cleared all expenses every one of those "empties" in the rear that you fill is just so much velvet.

Filling these seats would seem to be one of your most important tasks. And it is. What are you doing about it?

It goes without saying that you are playing the best features you can get, and advertising them to the best of your ability. But you still have an added appeal that you can make to your patrons in your short features —provided, of course, that you are playing short features with a real box-office pull, with such popular stars as Lloyd Hamilton, Lupino Lane, Bobby Vernon, "Big Boy" and the other "big names" for which *Educational Pictures* are famous.

The box-office appeal is the ruling factor in the production of *Educational Pictures* just as it is in your best long features. It has been the guide through the seven years of *Educational's* remarkable progress, and it is the guide for *Educational's* biggest program, the program for 1927-1928 which will soon be announced.

E. W. Hammons
President

EDUCATIONAL
FILM EXCHANGES, Inc.

Educational Pictures
"THE SPICE OF THE PROGRAM"

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It's a Wow!

The Comedy Hit of the Year.

It's a Scream!

The Stage's Biggest Comedy Hit

a BLONDE, a BRUNETTE and a LADY'S GARTER!

Distributed in Canada by *Regal Films Limited*

A Producers Distributing Corp. Release

THAT'S A COMBINATION!
You'll say so when you see
MARIE
PREVOST
in
"Getting Gertie's Garter"

Get Dates Now!

It's a Box Office Spring Tonic

It's a Clean-up!

Play it for an Extended Run

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The Biggest Clean-Up of the Present Season!

Police Needed to Handle the Crowds at the Tivoli, Toronto, Every Afternoon and Evening This Week!

"MONS"

A Dramatic Epic of the World War

Produced in England with the co-operation of the British War Office

Now Ready for Booking in All Parts of Canada

If You Don't Get Dates on "Mons" Your Competitor Will

Regal Films Limited

Toronto - Montreal - St. John - Winnipeg - Calgary - Vancouver

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HULL PROVIDES CENSORSHIP OF THEATRE ADVERTISING

The City Council of Hull, Quebec, has undertaken to provide a civic censorship of all posters, window cards, heralds, photographs and other pictorial material used by local exhibitors under a by-law which has been sponsored by Aldermen I. Michaud and E. Gauthier. The printed matter would be examined and approved under a license system and penalties not to exceed $40 or two months in jail are provided for infractions of the law. Three censors are to be appointed by city council for the purpose of examining the posters and cards. The license fee for posters runs from one to three cents each, according to size, while other fees are designated. The placing of theatre or concert cards on telephone or other poles on the streets of Hull is absolutely prohibited and posters or cards are not to be placed on private property without the consent of the owner.

OTTAWA THEATRES SAFE COURTESY ALWAYS PAYS

Following the appointment of a new fire department inspector, Donald Dear of Ottawa, an officer of the International Association of Fire-Fighters, a general inspection of all theatres in Ottawa, Ontario, was carried out by him, along with Inspector A. Latimer.

The report presented to the Ottawa City Council read as follows: "All the theatres in Ottawa are above the standards laid down by the Ontario Government and many are the equal of any theatre on the continent for the safety of the public from a fire hazard point of view."

The report set out in detail the precautions in each of the local theatres for the safety of patrons in the event of fire or panic.

KEITH'S PUBLIC SERVICE RECEIVES PUBLIC THANKS

Public thanks were extended by John Lyons, a patron of B. F. Keith's Theatre, Ottawa, Ontario, for a bit of service provided by Manager J. M. Franklin in the form of a letter to the local press. During a performance, word was received at the theatre that the residence of Mr. Lyons was on fire and the ushers were instructed to find the patron, which they did. He hurried home to find that the blaze was comparatively insignificant, whereupon he telephoned to Manager Franklin to express appreciation of the service rendered, asking, at the same time, if there was any charge for the special notification.

Mr. Franklin advised him that such incidents were only a matter of course and invited him to return to the theatre to see the performance which had been interrupted. Mr. Lyons declared that he could not return under the circumstances, whereupon Mr. Franklin extended him an invitation to attend the show at a later date as a guest of the theatre. The ultimate result was the publication of the letter of appreciation in the newspapers, something that counted much for the prestige of the theatre.

Harmonica Prize Contest

A special drawing card at B. F. Keith's Theatre, Ottawa, recently was a Harmonica Contest in which about 20 aspirants for the three cash prizes from the Canadian Capital and neighboring towns competed. There were two lady contestants in the feature and their appearance added much enthusiasm. Manager Franklin secured window displays of harmonicas in local music and sporting goods stores.

Mavety Film Delivery Service

Delivery of Films to and from Theatre--

For Shipment

We also handle for Delivery Theatrical Effects and Accessories

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58 Edward St. - Toronto, Ont.

Telephone Main 1881

"MICHAEL STROGOFF" IN HULL PLAYS TWO THEATRES

After "Michael Strogoff" played the Imperial Theatre, Ottawa, Ontario, as a road show at special prices, the Universal special was presented at both the Laurier and Eden Theatres in Hull, Quebec, which is across the Ottawa River from Ottawa. The feature was given a three-day run at the Laurier and was added as a special attraction to the Sunday performances at the Eden Theatre, being shown there along with "The White Black Sheep," being screened twice, at 3.15 and 9.15 p.m., with no advance in prices. All three houses are controlled by Capital Amusements, Limited, of which Donat Paquin is president and Harry O'Regan is secretary-treasurer. The company also has the Francais Theatre in Ottawa.

CHANGE IN PRICES

National Projector Carbons have been reduced in price, effective at once, as follows:—

DIRECT CURRENT—UPPERS CORED

½" x 12"	Per M $ 86.00	Per 100 $ 9.45
5/8" x 12"	Per M 122.00	Per 100 13.40
¾" x 12"	Per M 160.00	Per 100 17.60

OROTIPS

5/16" x 6"	Per M $86.00	Per 100 $ 9.45
11/32" x 6"	Per M 90.00	Per 100 9.90
3/8" x 6"	Per M 93.00	Per 100 10.20

ALTERNATING CURRENT—WHITE FLAME A.C. SPECIAL

5/8" Per 25 Sets $7.25 ¾" Per 25 Sets $9.00

LOW INTENSITY D.C.—REFLECTOR ARC

8mm. x 8"	Per M $57.00	Per 100 $6.25
12mm. x 8"	Per M 67.00	Per 100 7.35
7mm. x 8"	Per M $54.00	Per 100 $5.95
10mm. x 8"	Per M 63.00	Per 100 6.95

DON'T OVERLOOK

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First Full Page Picture Ad In Nashville

Never in the history of Nashville, Tenn., had a full page been used to advertise the coming of a motion picture until "The Midnight Sun" played at the Capitol. Then Bernard Thomas, manager of the house, realized that in this Universal special he had an attraction which would have a strong appeal for his patrons. As a consequence he stepped forth with this full-page ad which dominated the entire paper.

Down one side ran a full-length cut of Laura La Plante in her ballet costume from "The Midnight Sun." Across the top in 84-point type were the lines: "Millionaire Steel King Kidnaps Beautiful Dancing Toy." Is it any wonder that the page was read and that afterwards the readers flocked to the Capitol?

CANADA'S FILM IMPORTS

Nearly all of the moving picture film imported into Canada during 1926 was bought from the United States, according to official Government statistics announced at Ottawa. Total imports of moving picture film for the 12 months were 23,904,039 feet, of which 23,593,221 feet were from the United States; 286,158 feet from Great Britain, and 24,660 feet from all other countries.

BESS MEREDYTH WITH FIRST NATIONAL

Immediately upon her return from New York, Bess Meredyth, who recently signed a long-term contract with First National Pictures, will start work on the screen version of "The Rose of Monterey," which will be George Fitzmaurice's second production under his new contract with First National, the first being "The Tender Hour" on which he is now engaged.

This fact was announced today by John McCormick, general manager of West Coast production for First National Pictures.

J. F. FRANKLIN VISITOR TO "ROXY" THEATRE

J. M. Franklin, manager of B. F. Keith's Theatre, Ottawa, Ontario, was in New York City. He was able to attend the new Roxy Theatre which opened March 11th.

"It is the cathedral of all theatres," declared Mr. Franklin, with reference to the new photo-palace.

De Vry
Movie Camera

holds 100 feet

Standard Theatre Size Film

and costs

$190

A professional camera for amateurs, that has sprung into immediate popularity with news weekly camera men and theatre managers.

LOCAL MOVIES FILL THEATRES

They like to see themselves in the movies—the whole town will come if you show local scenes of ball games, fairs, school and club functions, etc., on your screen. Take your own local pictures—the De Vry pays for itself.

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Exclusive Canadian Distributors for De Vry Products.

Theatre Decoration

is next in importance to good pictures. You will get "bigger houses' if the public find in your Theatre that harmonious atmosphere of restfulness necessary for complete relaxation. Entrust the decoration of your Theatre to

J. O. DOUGALL

Theatre Decorating Specialist

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OTTAWA THEATRES HOLD OWN AGAINST SPORT ATTRACTIONS

Despite hockey counter-attractions during the week which drew crowds of 7,000 persons, the leading theatres of Ottawa, Ontario, had stand-up business during the week of March 7 and the managers were satisfied. Bright spring-like weather, which followed a lengthy period of cold and blizzards, had a tendency to bring out the crowds instead of keeping them from attending the theatres.

B. F. Keith's Theatre, Ottawa, playing "The Auctioneer;" Regent Theatre with "The Winning of Barbara Worth," and the Centre with "An Affair of the Follies," all had standees at every night performance during the week, and the matinee business was well up to expectations. "Butterflies in the Rain" at the Imperial Theatre was well liked by patrons but the title was not a popular box-office draw. A repeat run of "The Son of a Sheik" at the Fern Theatre, a neighborhood house, drew a terrific crowd. "Michael Strogoff," which played the Laurier and Eden Theatre in Hull early in the week, enjoyed big business with French-Canadian patronage predominating for the Jules Verne angle.

ALEXANDRA HOTEL, OTTAWA, SOLD TO SYNDICATE

The Alexandra Hotel, Ottawa, Ontario, one of the large properties of the Harry Brouse Estate and the rendezvous of moving picture men in the city, has been sold to an Ontario hotel syndicate. The manager of the hotel was Finley McRae, son-in-law of the late Harry Brouse, and a brother of Henry McRae, well-known director at Universal City. Mr. Brouse owned the Imperial and Family Theatres, various factories, stores and residences and was a charter director of First National, his estate being valued at $800,000.

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The De Vry Camera The Local News Reel

Bringing the Community Spirit Into the Theatre.

There is one feature that is always popular with every movie fan — the local news reel. The reason is simple, human nature always likes to see itself as others see it, and the local movie is better than any looking-glass!

In the past, local movies could only be managed by taking advantage of the visiting camera man, but with the introduction of the De Vry Automatic Camera into the field, the local movie becomes a regular possibility. The operation of the De Vry is so simple that anyone can take on the job of local camera man, and produce pictures of professional standard. And talking of standard — that is the chief point about the De Vry. It uses film in standard width, and is the only standard camera on the market at such a reasonable price, it is said.

For some time makers of motion picture equipment have realized that a demand would arise sooner or later for a really good motion picture camera that amateurs could use. De Vry, having produced portable projectors, began to work on the camera question, and the new Automatic Camera is the result of many years of work on the part of Mr. H. H. De Vry himself and his skilled expert assistants. The result is a professional camera that is as simple to use as a still camera, but which possesses all the mechanical attributes of the best professional camera compressed into an unbelievably small space and weight.

The De Vry has three view finders — the hinged finder at the top, which is invaluable for fast action photography; the right angle finder for shots taken from the hip; and the direct-on-the-film finder for close-ups, titles, etc. Loading is so simple that the process is fool-proof; it is done in daylight. You simply open the camera, slip the film on the shaft and in front of the aperture — and you're ready to shoot.

Picture Service Limited, the Canadian distributing office of De Vry, is offering the camera at a lower price than direct importing cost. They also offer laboratory service at very reasonable rates. This Toronto firm is, by the way, the only Canadian firm dealing exclusively in non-theatrical motion picture equipment. They have survived the long-drawn-out war of the off-standard film — they deal only in standard equipment — and they keep their head office in Ontario, where the off-standard film is making its last stand. Two years ago, an important conference of Canadian Fire Marshalls at Ottawa put itself on record as approving of the use of safety film of any width for non-theatrical motion picture work, under uniform regulations all over Canada. The other Provinces have been coming into line to this end, but Ontario still insists that any film shown outside a theatre — or in any place not possessing a booth and other professional equipment — shall be on the narrow width, in spite of the existence of an excellent safeguard in the shape of a Provincial regulation forbidding any film exchange to rent or loan films to anyone not holding a theatre license.

The fact that the De Vry camera is standard insures its value for a lifetime. Camera men from Pathe, International News, Kinograms, etc., are using De Vry, and they are unanimous in their approval.

"Boys Hobby Show" Helps Show Business

When the Ottawa Y.M.C.A. conducted a Boys Hobby Show recently, Manager Ray Tubman of the Regent Theatre, Ottawa, Ontario, contributed 30 theatre passes for use as special prizes. These made a hit among the youths and as every boy had to bring along a parent or adult guradian to use the pass the Regent benefitted in more ways than one, although it was Mr. Tubman's primary idea to help the Y.M.C.A. where he was prominent as an athlete for many years.

CAPITOL, HULL, REOPENS

The Capitol Theatre in Hull, Quebec, recently opened, has had to be altered by Manager Joseph Paquin, at the request of the Hull City Council, although the plans for the theatre were approved before the construction of the building was started some months ago. Two outside fire-escapes have been erected across the front of the handsome theatre and windows have been converted into exits.

Ray Peck Returns

R. S. Peck, director of the Canadian Government Motion Picture Studio, returned to Ottawa, Ontario, after spending two months in California where he visited all of the chief studios and conferred with prominent producers regarding producing possibilities in the Dominion to meet the proposed British quota law.

WANTED

Good lady pianist to play for pictures, in three piece orchestra, for Cobalt, Ontario.

BOX II—DIGEST

Deputation Governing Copyright Meet at Ottawa

Protection From Litigation Through Ottawa Registration Requested

A FORMAL request that the Performing Right Society of Canada be required to pay the registration fee of $2.00 for all its copyrighted music, under the Canadian Copyright Act of 1912, before it could be allowed to institute legal or other action for alleged infringements in the Dominion, was made by a deputation of moving picture, band, radio and annual fair interests which waited upon a committee of the Canadian Cabinet at Ottawa on March 18.

As the Society is said to own the copyright rights of some 1,000,000 musical compositions of British or European origin, the Canadian Government would be enriched to the extent of $2,000,000 in copyright registration fees if the requirement were enforced, it is declared.

A complaint of the deputation was that the Society had declined to publish a list of its copyrighted compositions so that exhibitors and others could avoid the use of controlled music but that the Society, it was stated, had offered to applicants certain anual privileges, instead, which would enable members to play all music without fear, a flat royalty fee being charged for a year.

Lack of registration of copyright was what caused the Performing Right Society to lose its $10,000 suit against Famous Players Canadian Corp., at Toronto, the Society claiming that "By Jingo" and "Colonel Bogey March" had been played at the Regent Theatre, Toronto, without permission. Mr. Justice Rose had thrown out the suit because the Society had not registered its claims at Ottawa and the Society was called upon to pay costs as well.

A discussion also took place at Ottawa regarding the amendments to the Canadian Copyright Act proposed by L. J. Ladner, M.P., Vancouver, and it was intimated that the Bill containing the amendments would be changed considerably.

N. L. Nathanson, Toronto, managing director of Famous Players Canadian Corp., was a member of the deputation, which also included representatives of the Toronto and Ottawa Exhibitions, Broadcasters Association of Canada and others.

WANT TO PURCHASE

110 Volt 60 Cycle A.C. Economizer.

CAPITOL THEATRE
SUMMERSIDE, P.E.I.

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TORONTO THEATRES

REGENT—"Michael Strogoff," with Ivan Moskine — Universal. It is difficult to give this film a classification, it is so different, so great in its great moments, in the magnitude of its sweep, and yet so naive. The story tells of a Courier of the Czar, his hazardous journey to bring a message to the Duke, brother of Alexander II., of Russia, who is threatened with a betrayal at the hands of a traitor, Ivon Ogareff, Russia is then in conflict with the Tartars. The battle scenes between the Russians and the Tartars are exemplifications of what such battles must be really like. They smell, taste and reek with blood. I cannot imagine any director bred on the American continent being able to direct such scenes of butchery. The opulence of the production in its colorful representations of the glory of Feogar, Grand Khan of Tartary, is truly magnificent. Scenes which show barbaric passions in lust and in cruelty. The story is an adaptation of Jules Verne's sensational and world-read melodrama, who has not heard of "Michael Strogoff?" I do not know whether tears could cool the white heat of steel, but Michael, who falls into the hands of the enemy of Russia, Ivan Ogareff, and who suffers blinding, then the decision of the Koran, the Grand Khan, using the mahomets' bible for his judgment, experiences this miracle. It is a hard pill to swallow but why be a realist in the world of fiction and romance? Of the players, the one which impressed me most forcibly was Marfa Strogoff, mother of Michael. What a face and carriage! What an artist! The flavour of her work and appearance is still like a mellow wine about my lips. Be she French or Russian, she is magnificent. Ivan Moskine, as Michael, did a fine bit of work. Great I would call it; and he will become a masculine asset to the screen. The nearest star we have to his telling, but quiet style, is Ronald Coleman. I have not yet seen Coleman have such opportunities for big work as the role of Strogoff affords Moskine, but Moskine in view of this advantage, has the advantage. Nadia, fiancee of Michael is another star that we will hear from. She has the face, the grace and the ability. A most welcome addition and one that should not be overlooked. The gypsy too, another spirited actress, Ogareff, Feofar, where did they find such a group of artists? I must not overlook the scenes in which the Russian Bear played his part, the train journey to Irkutsk, the ferry, the fete at Moscow in the Palace of the Czar, the gallop through the Ural pass in the drosky. Russia, as we have known her throughout history, as we still know her. If your audiences like strong, raw meat, give them "Michael Strogoff." In summing it up I could call it "A bloody," good picture.

UPTOWN — "The Demi-Bride," with Norma Shearer and Lew Cody —Metro-Goldwyn-Mayer. Class B plus. Is what one might term a "smart" comedy-romance. The man about town, philanderer, suddenly finds a love different to the usual in his love for the step-daughter of one of his "flames," a convent-bred maiden. Norma is the lady of real love and she does excellent work, so does Cody as one who has loved well throughout his life; and as a reward for being so generous a general lover, he gets a real little convent novitiate for his final embraces. Slightly ou-la-la-la, but always within the bounds of propriety. Excellent entertainment; and an example of what a good director can do with a little appetizer of a story. Norma gets her first chance in a comedienne role; and that she has a disposition in that direction is evident. Carmel Myers as one of the naughty ladies is very good, being adorably naughty. Dorothy Sebastian, another of the white lights which attracts our gay moth, acts as good as she looks; and she is "some" looker. Lionel Belmore, from across the "merry little pond," did excellent work also. The march to the altar amidst a shower of rose-petals was like a Spring baptism to the "old dear." Attention, Bernarr Macfadden, "should Innocence be wedded to Experience?" Think of the children! A family of "experienced infants."

LOEW'S — "Let It Rain," with Douglas MacLean — Paramount. Class B plus. A comedy that nearly gave its audience a case of laughing hysteria. MacLean makes an interesting marine, Shirley Mason helps out prodigiously in both the comedy and dramatic situations. Real entertainment. It will "rain" money.

PANTAGES—"The Monkey Talks," with Olive Borden—Fox. Class B. More show-business settings. The circus with its French ace who falls in love with a circus girl, who jilts him for the man who makes the lions jump through a hoop. There is a tramp and an act called the "Monkey Talks." The "monkey" happens to be an ex-soldier faked as an ape. You know the romance develops when the ex-soldier falls in love with the girl. The story is unusual and the acting evenly balanced and very worth-while throughout. There is plenty of action, some comedy, plenty of heart interest. Olive Borden gets a fine part particularly suited to her emotional style; and she looks very beautiful throughout the picture. Raymond Hitchcock does a fine characterization as a light-fingered gentleman of the circus.

TIVOLI — "Mons." All Star Cast. Regal, British, Class B plus. This is a war picture without any camouflage from start to finish. It is a faithful reproduction of what occurred at "Mons," that citadel of Belgium during the beginning of the War. It took two reels to warm me up to it but when we got into the third reel, I began to "sit up and take notice." I have a prejudice against War films, but I must say "Mons" swept away the prejudice and made me acknowledge that it was about the best all-round British War film I have yet seen. It has been excellently directed. The interest sustained so that each reel builds up; and you are sorry when it is over. The director injected a comedy situation at the end of each reel which is a bit of stage management hard to beat. The suggestion of the love-interest is not given much encouragement, "Mons" sticks to facts, but humans have imagination; and the director having ignited the spark of a love interest, the audience completes the picture mentally and leaves you in a state of expectation from reel to reel hoping that a little more love is to be presented. That it has no deteriorating effect upon the love-interest. The picture is playing to packed houses and will be held over for a second week. If there is one place in the British Empire where British pictures get a show, it is in Canada. There standing and market continually grows.

(Continued on Page 16)

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RAY PRESENTS

(Continued from Page 9)

IT is interesting to record and note that a theatre has been built, devoted to motion pictures that can take a city of people under its roof.

"The Roxy" is the phenomenon, covering its seating capacity of 6,200, its standing room of 500, its provision for 2,500 more patrons who have purchased tickets; and its staff of employees, executives, musicians, players, etc., 10,000 souls is the sum total which "The Roxy" roof will cover.

* * *

It takes an army of skilled and well-drilled soldiers with officers trained for all emergencies to handle so many people.

* * *

I OFFER to "Roxy" my congratulations upon his magnificent achievement, but I hope that no showman in this Industry will be inspired to follow "Roxy's" example, save on a miniature scale.

* * *

To take the responsibility of 10,000 people is too big a job for any one theatre management.

* * *

"All's well that ends well," but there are elements and forces of life beyond the wisest vision of man; beyond his control. The law of accidents is an erratic institution; and this Industry of ours had best practise a conservatism in its enthusiasm, in its potentialities for growth.

* * *

Houses which seat and take care of 5,000 patrons in total should be the limit. The Industry has too many millions of people involved in its enterprise, too many millions of dollars invested, too many enemies for the Industry to take the slightest chance.

* * *

THERE should be a meeting "of the clans;" and a rule introduced in the Industry that the maximum capacity of a house should not exceed 5,000. A stop has to be made. What is to prevent another showman from building a theatre which seats 10,000? Where is the limit? Let us hope the limit will not be defined by legislation. We are grown up now, let us manage the necessities of our Industry in good time; and without the necessity of external rulings. Showmen like "Roxy" seldom repeat themselves, he may get away with such a capacity, but I do not believe this Industry should repeat the experiment.

Scene from First National's "The Patent Leather Kid," starring Richard Barthelmess.

NO BLONDE LEAD IN "PATENT LEATHER KID"

Gentlemen may prefer 'em, but there are no blondes in "The Patent Leather Kid," First National's big war spectacle starring Richard Barthelmess. "The Patent Leather Kid" is the film version of Rupert Hughes' story of that name. The title is derived from the fact that "The Kid," an East Side boxer, had dark hair which he wore slicked close to his head, resembling patent leather. Molly O'Day, his leading lady, is also dark haired. The supporting cast does not include a single blonde.

"ALL ABOARD"

Without the usual fanfare of trumpets, escort of Canadian Mounted Police, tribe of Indians or herd of camel, the print of Johnny Hines' latest First National picture, "All Aboard," arrived in New York this week. Following a private showing to officials of First National, came the report that the picture comes up to all expectations and lives up to the extravagant reviews it has received from the hands of the Hollywood critics after a series of previews on the West Coast. The picture is scheduled for an early showing on Broadway.

SITUATION WANTED

Experienced Projectionist — Can Manage or Assist. Go anywhere. Reliable.

BOX 7, DIGEST

Neighborhood Theatres

PALACE — "It," with Clara Bow—Paramount. Class B plus. A box-office attraction, in any theatre, any town, or any state. "The Scarlet Letter," with Lillian Gish, and Lars Hanson. Class A. A beautiful romance, both leads doing excellent work. Hawthorne's story comes to life in this splendid adaptation.

ST. CLAIR—"The Nervous Wreck," with Phyllis Haver and Harrison Ford — Regal. Class B. A hilarious comedy, with leads at their best. "Faust," with Emil Jannings —Metro-Goldwyn-Mayer. Class A. Something different, and with a drawing power that is unusual.

COLLEGE — "The Potters," with W. C. Fields — Paramount. Class B. Fields is a "wow" and is at his best in this comedy that is sure to please all audiences. "Winners of the Wilderness," with Tim McCoy ——Metro-Goldwyn-Mayer. Class B. plus. The title does not signify the excellence of this picture and its historical background. Tim McCoy is an actor of distinction, and Joan Crawford, playing opposite him, is very pleasing to the eye, besides being an actress of ability.

BEACH — "The Music Master," with Alec B. Francis—Fox. Class B plus. A picture for the family. Francis plays David Warfield's characterization with all the tenderness and dignity with which it should be played. "Battling Butler," with Buster Keaton — Metro-Goldwyn-Mayer. Class B. Leave it to Keaton to give you a good time. A real comedy, with Buster at his best.

CAPITOL — "Sorrows of Satan," with Adolphe Menjou, Lya de Putti, Carol Dempster and Ricardo Cortez—Paramount. Class B. Under the direction of D. W. Griffith, with a number of spectacular scenes of unusual splendor. Fine work by the players.

BELSIZE — "It," with Clara Bow—Paramount. "Twinkletoes," with Colleen Moore — First National. Class B. Colleen is a good little actress, and twinkles merrily in a rather gloomy environment of old England.

ALHAMBRA — "The Winning of Barbara Worth," with Vilma Banky and Ronald Coleman — United Artists. Class B. An adaptation of Harold Bell Wright's story. The scenes are of unusual beauty. Leads pleasing, both in appearance and acting. "Sorrows of Satan," with Adolphe Menjou—Paramount.

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Provinces in Canada Reducing Tax "Nuisance"

From Coast to Coast Comes Relief From War-Time Measure

A review of the situation regarding Amusement Taxes in the different provinces, with a record of recent changes, has been furnished to The Digest by the Motion Picture Distributors and Exhibitors Association. The summary reads:

BRITISH COLUMBIA

British Columbia has been trying to treat the patrons of the motion picture theatres and other amusements in a reasonable way. About two years ago the tax was reduced in this Province from a straight 10 per cent to 7 per cent. During the present session further reductions have been undertaken by the Government. Tickets costing 15 cents or less will be exempt altogether; tickets over 15 cents will be taxed 5 per cent. All those connected with the amusement business in British Columbia are pleased with the progress that is being made in eliminating this tax.

ALBERTA

Alberta has not made a move towards eliminating amusement taxes. In 1926 the collections amounted to $200,898.45. Three-fifths of this amount is collected in four cities, Calgary, Edmonton, Lethbridge, and Medicine Hat.

SASKATCHEWAN

Saskatchewan has no provincial amusement tax but two or three cities collect local amusement taxes.

MANITOBA

Manitoba has made a movement towards eliminating amusement taxes. About two years ago the amusement tax was abolished on children's tickets up to and including 15 cents. During the present session the Premier has announced that the tax will be removed on all other tickets up to and including 25 cents.

ONTARIO

In Ontario the Government has announced that all amusement taxes on tickets of 25 cents or under will be abolished on July 1st, 1927. It is estimated that the loss in revenue from this reduction will be about $600,000.00 in the first twelve months. The Labor organizations throughout the Province have expressed themselves as being highly pleased with this reduction while the churches and other social organizations will benefit to a larger percentage than motion picture theatres. The Ontario Provincial Treasurer has made the first definite step toward the abolition of this tax.

QUEBEC

Quebec charges a straight 10 per cent on all amusements in that Province. There are no tickets and the percentage is paid into the municipalities instead of to the Provincial Government. The municipalities retain one-half of the amount collected and send the other half to the Provincial Secretary. All the receipts, whether by municipality or Provincial Government, are devoted to hospitals and charities. During the present session Quebec has broadened its amusement tax to include church entertainments and free admissions to theatres, whether by pass or otherwise.

NEW BRUNSWICK

New Brunswick broadened its amusement tax a year ago and there is no relief in sight at the moment for the patrons of amusement places in that Province. The Provincial Government has found it rather difficult to get revenue and it feels that this tax must be retained for some time.

NOVA SCOTIA

Theatre owners of Nova Scotia have been discussing amusement tax with their Government and the Halifax Chronicle had an editorial on February 16th advocating a fairer adjustment of these taxes. In Nova Scotia all tickets up to 24 cents pay an assessment of 2 cents; between 25 cents and 35 cents a tax of 3 cents; between 35 cents and 45 cents a tax of 4 cents; over 45 cents a tax of 5 cents. These are the highest amusement taxes collected in Canada, up to 50 cents, although not much higher than Manitoba previous to the recent reduction.

Jannings' German-English Upsets Flemings' English-German

While Emil Jannings, European actor, is rapidly acquiring a talkable knowledge of English, and Victor Fleming, his director, is learning German, they find themselves in the same difficulty as when they began production of Jannings' first picture for Paramount, "The Way of All Flesh." Now Jannings attempts all conversation in English and Fleming insists on putting his German to use and they still need the services of an interpreter.

To observe a custom of several years standing, Eddie Cantor traveled 6,444 miles — from Hollywood to New York and return — to appear at a benefit for a boys' camp at Spring Lake, New York. The former Broadway star, who now is appearing in films for Paramount returned to California immediately after his benefit appearance.

LAST MINUTE NEWS

There was a general meeting of the theatre-owners of the province of Quebec on Thursday, March 24th. A deputation called upon the Premier at Quebec City governing certain agitation in connection with the Industry.

Mr. N. L. Nathanson was a visitor in Montreal, attending the meeting of the theatre owners of that province.

"The Prince of Wales" two reel feature, released through Cranfield & Clarke, playing the Tivoli Theatre, Toronto, in conjunction with "Mons," is making a hit on its own.

The Ukrainian Singers, dancers and instrumentalists, which Jack Arthur introduces in his presentation prologue, "Along the Volga" during the "Michael Strogoff" showing, is a treat.

Massey Hall, Toronto, is presenting the film of the Eighteenth International Eucharistic Congress held in Chicago last June. Mr. William Fox made a present of the film to Cardinal Mundelien of Chicago; and is being presented here under the auspices of His Grace Archbishop McNeil of Toronto.

Do big men like little women, or do big men like them big and strong? After the theory of Bernarr Macfadden, write The Digest, and join the merry throng of the "big men" who have written us.

The Canadian Council on Child Welfare is publishing a "White List" of approved motion pictures. The list includes over a hundred titles of well-known films listed for showing to children, or family groups. The M. P. D. A. has collaborated in the preparation of the list which includes British and American films.

Editorials throughout the press in Canada decry the advisability of the Quota bill.

The provincial house, Alberta, is considering the advisability of legislating what pictures its young should see. The Welfare Council of Canada is said to have been the inspiration of the proposed legislation. The Censor Board is to mark pictures approved as "family picture." The proposed bill is causing much agitation and has several ramifications which theatre-owners should at once take up arms against.

New non-inflammable film has been perfected after 14 years experimentation, London, England. Sir Herbert Blain, Dr. Herbert Levenstein, and Sir John Pennefather are interested.

A motion picture theatre in Port Huron, Mich., is to have a "crying room," where mothers can take crying infants. Brings us back to the days of the "crying rooms" in Exchanges.

The Digest editorial suggesting that the screen be utilized to teach the public "Safety Measures," evidently made an impression. About forty theatre owners, in a meeting at Montreal, adopted a programme which will introduce the screen in this capacity. The public will be screen-trained to Safety Precautions.

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Round About the Studios

Fred Thomson is making the final scenes of "Silver Comes Through," a story which practically stars the equine wonder. The supporting cast includes Edna Murphy, Harry Woods William Courtright and Mathilde Brundage.

The newest stunt in Hollywood is to bring the movies to the extras instead of bringing the extras to the movies.

Wid Gunning, who is producing "Babe Comes Home" for First National, with Babe Ruth and Anna Q. Nilsson in the principal roles, used regular laundry girls instead of extra players in laundry scenes filmed yesterday.

Only four regular screen players and over a hundred girls regularly employed in a large Los Angeles Laundry functioned in the scenes filmed. Miss Nilsson, Ethel Shannon, Louise Fazenda and Arthur Stone represent the professionals employed. Ted Wilde is directing.

"The Winning Punch," the sixteenth and last two-reeler of the Universal Junior-Jewel series, "The Collegians," has just been completed under the direction of Nat Ross.

With George Lewis as the star and Dorothy Gulliver, Eddie Phillips, Churchill Ross and Hayden Stevenson supporting, the series of comedies based on college life, which were written by Carl Laemmle, Jr., have been acclaimed the best box office attraction of the year for short subjects.

William Haines will have his first starring role in Metro-Goldwyn-Mayer's "Spring Fever." After Mr. Haines' splendid acting in "Brown of Harvard," and "Tell It To The Marines," he deserves a stardom.

The title of the sixth Bob Custer production for F. B. O. has been changed from "Crashing Hoofs," to "The Fighting Hombre."

The screen adaptation of Wallace Irwin's story, "American Beauty," which is to be Billie Dove's initial starring vehicle for First National Pictures, will be written by Paul Scofield. He recently adapted "The Poor Nut," "The Seven Wives of Blue-Beard," "The Wilderness Woman," "The Lancer of Paris," and "Convey."

Norma Shearer will play the part of Katie ,in Metro-Goldwyn-Mayer's production, "Old Heidelberg," Ramon Novarro is the star, and Ernest Lubitsch will direct.

Esther Ralston, Paramount star, has returned to Hollywood from the Grand Canyon where she was able to rest for a few days after finishing "Fashions For Women" and before starting her next production "Ten Modern Commandments."

Dorothy Mackaill and Jack Mulhall are names to conjure with individually, but in combination they are invincible, as attested by Subway Sadie" and "Just Another Blonde." As a result, according to announcement by John McCormick, general manager of West Coast production for First National Pictures, they will be co-featured in four pictures during the coming year, aside from individual appearances.

Two of these may now be announced: one is "The Road to Romance," to be produced by Charles R. Rogers. The other is the screen version of the successful stage musical comedy, "Lady Be Good," Al Rockett will produce it.

Chester Conklin, Paramount comedian, claims the distinction of being the only actor ever born at Oskaloosa, Iowa. Recently he completed a featured supporting role in Bebe Daniels' starring vehicle, "A Kiss in a Taxi."

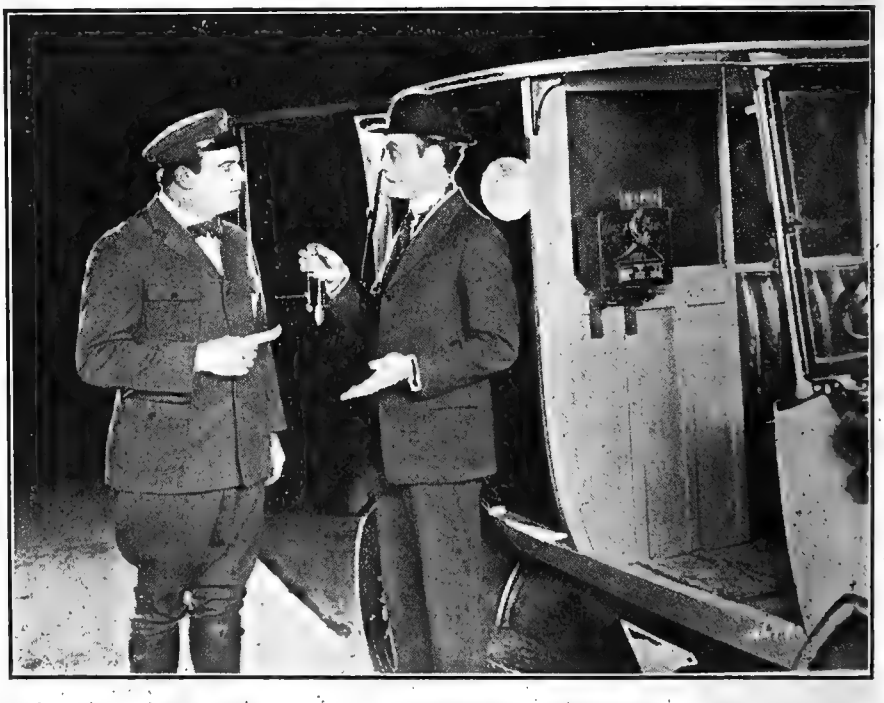
Hollywood's most distinguished appearing extras were enlisted by First National for scenes in Colleen Moore's new picture, "Naughty But Nice," which shows them as members of the diplomatic corps of various countries.

Flobelle Fairbanks, daughter of the late John Fairbanks and niece of Douglas Fairbanks, has been signed for the ingenue role in "The Climbers" which will be Irene Rich's next starring vehicle for Warner Bros. Miss Fairbanks has played in several pictures and attracted favorable attention.

"Viennese Lovers" is the screen title given to "Cabaret," an original story by Adam Homo, which is laid in the Ringstrasse on Vienna. Universal acquired this story less than a week ago.

"Viennese Lovers" will be produced under the supervision of Paul Kohner. A director has not yet been chosen.

Lois Moran, Paramount featured player, made her entry in motion pictures when she was fourteen years old, appearing in two productions for a French film company in Paris. She is now playing the principal feminine role in Rowland V. Lee's "The Whirlwind of Youth."



Scene from Metro-Goldwyn-Mayer's recent release "There You Are," starring Conrad Nagel.

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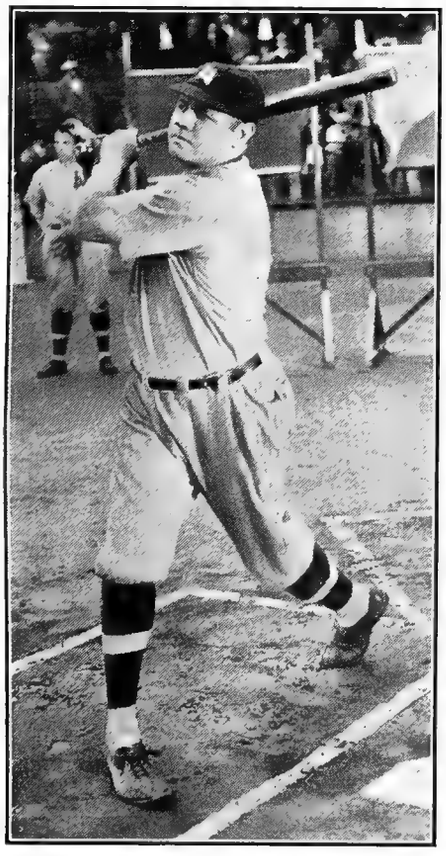
Carl Dane, one of the bright lights of the Metro-Goldwyn-Mayer masterpiece, Stallings' story, "The Big Parade," and George K. Arthur, from "Bardelys The Magnificent" and "Lights of Old Broadway," ready for some mischief.

Top—A powerful scene from Metro-Goldwyn-Mayer's adaptation of Hawthorne's "The Scarlet Letter," starring Lillian Gish and Lars Hanson.

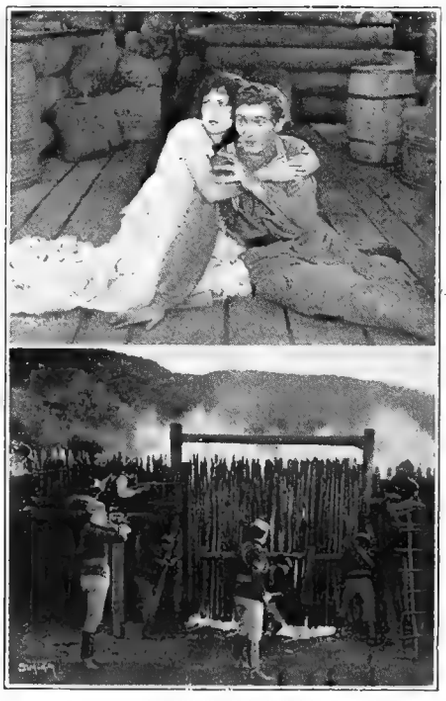
Bottom, Centre—Two most interesting scenes from Metro-Goldwyn-Mayer's "The Flaming Forest" with Antonio Moreno and Renee Adoree.

Lower Right — John T. Murray, a Warner player, appearing in "Fingerprints."

Norma Talmadge in First National's latest Talmadge release, "Camille."



"Babe" Ruth, First National's box-office home runner, "Babe Comes Home." What a Wallop!



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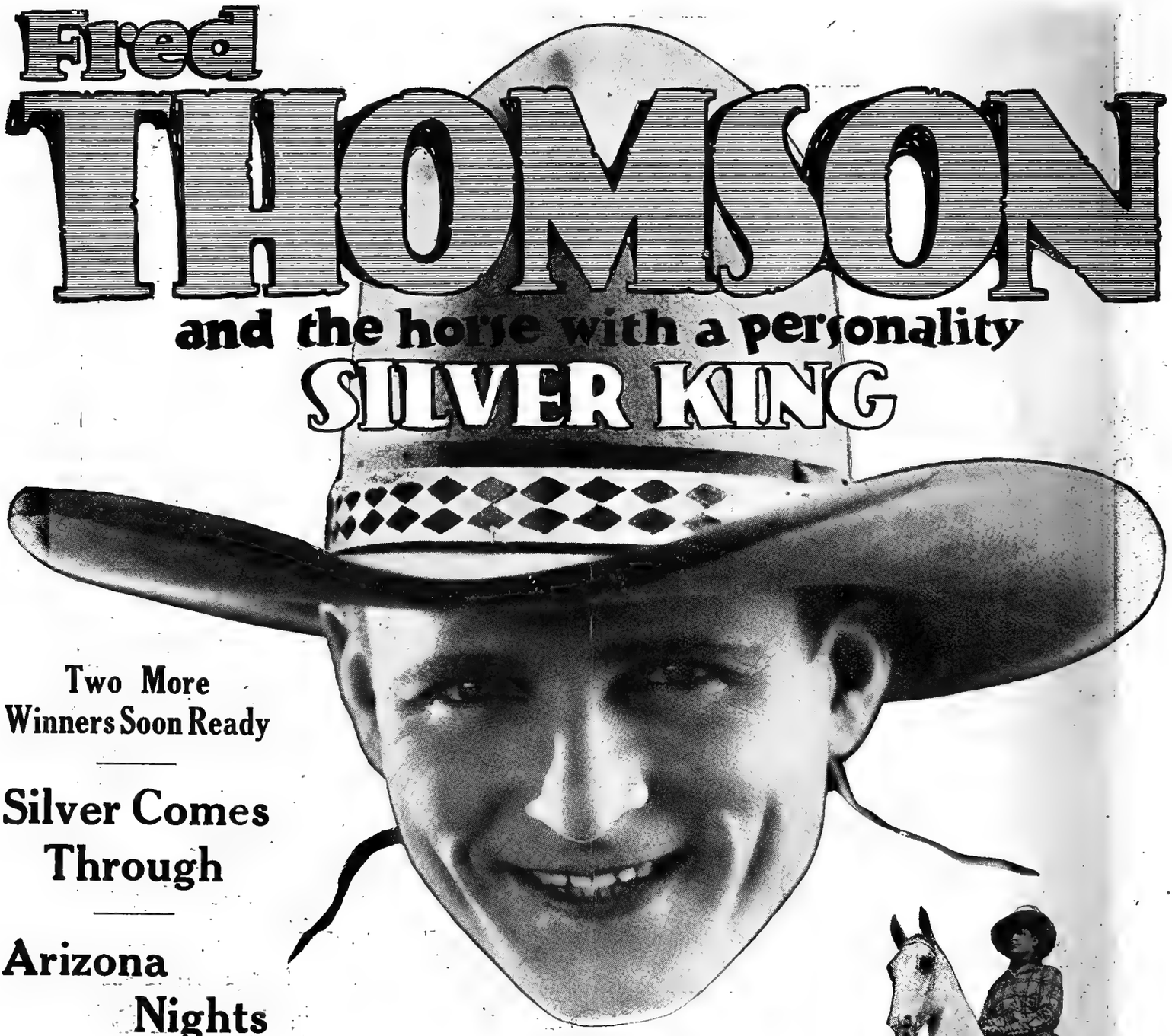
Fred THOMSON

and the horse with a personality SILVER KING



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Silver Comes Through

Arizona Nights

Master Money Makers for Master Showmen

The Two Gun Man

"A good Western. Action is fast all the way and sympathy stirred in several situations."—Pete Harrison.

A Regular Scout

"An excellent picture. Deserves success because entertaining. Has every element that pleases."—Pete Harrison.

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APR 1927

CANADIAN MOVING PICTURE DIGEST

Vol. 18, No. 48. TORONTO 2, CANADA April 2nd, 1927

SIGNED—SEALED— AND SOON DELIVERED!

CAPITOL THEATRE . *New York*
ROXY . . . . . *New York*
NATHAN YAMINS CIRCUIT *Fall River, Mass.*
STANLEY CIRCUIT *Philadelphia, Pa.*
GROMBACHER CIRCUIT *Spokane, Wash.*
M. B. SHANBERG CIRCUIT *Kansas City, Mo.*
STANLEY CHAMBERS *Wichita, Ks.*
MAJESTIC . *OklahomaCity, Okla.*
MIDLAND THEATRE *Hutchison, Ks.*
GRAND THEATRE . *Salina, Ks.*
MIDLAND THEATRE *Pittsburgh, Ks.*
NEW STATE THEATRE *Springfield, Ohio*
KUNSKY THEATRES . *Detroit*
I. LIBSON . . . . *Cincinnati*
EASTMAN THEATRE *Rochester, N.Y.*
ENTIRE LOEW CIRCUIT

—THAT'S JUST THE START!

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
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YOU BELONG HERE—

with the country's smartest and richest exhibitors!

SIT down at the conference table with Major Bowes of the Capitol—Roxy of the RoxyTheatre—JohnMcGuirk of the Stanley Circuit—I.Libson—Kunsky—Chambers—and other famed showmen.

SIGNED—SEALED—AND SOON DELIVERED!

CAPITOL THEATRE . *New York*
ROXY . . . . *New York*
NATHAN YAMINS CIRCUIT *Fall River, Mass.*
STANLEY CIRCUIT *Philadelphia, Pa.*
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NEW STATE THEATRE *Springfield, Ohio*
KUNSKY THEATRES . *Detroit*
I. LIBSON . . . . *Cincinnati*
ENTIRE LOEW CIRCUIT

—THAT'S JUST THE START!

NATURALLY when the country's
LEADING showmen are sold on
M-G-M News
IT'S important for all exhibitors
TO see what's what!
THE announcement of M-G-M's
AFFILIATION with the Hearst
ORGANIZATION is just a few days old.
CONTRACTS are pouring in!
THE Biggest Showmen are First!
THEY want something new in Newsreels
THEY know that Young Blood
BACKED by Hearst will deliver!
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COMPLETELY sold on anything!

No matter what contracts you have NOW — get set THEREAFTER

METRO-GOLDWYN-MAYER

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The Eyes of the World

PARAMOUNT NEWS

NOW you get in News Reel the same supreme quality and service that PARAMOUNT PICTURES stand for in features. Contract for it today!

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PLUG THIS ONE

First National Pictures

CATSY! RITZY! ZIPPY! COLLEEN AS THEY LIKE HER!

FOR ALL YOU'RE WORTH! IT'S WORTH ALL YOU'VE GOT YOU'LL BE WORTH A YOUNG FORTUNE AFTER THE RUSH IS OVER!!

Just watch 'em come

the BIG 11 from FIRST NATIONAL

John McCormick presents COLLEEN MOORE in Orchids and Ermine with Jack Mulhall

Story and Scenario by Carey Wilson

Directed by Alfred Santell

PRODUCTION

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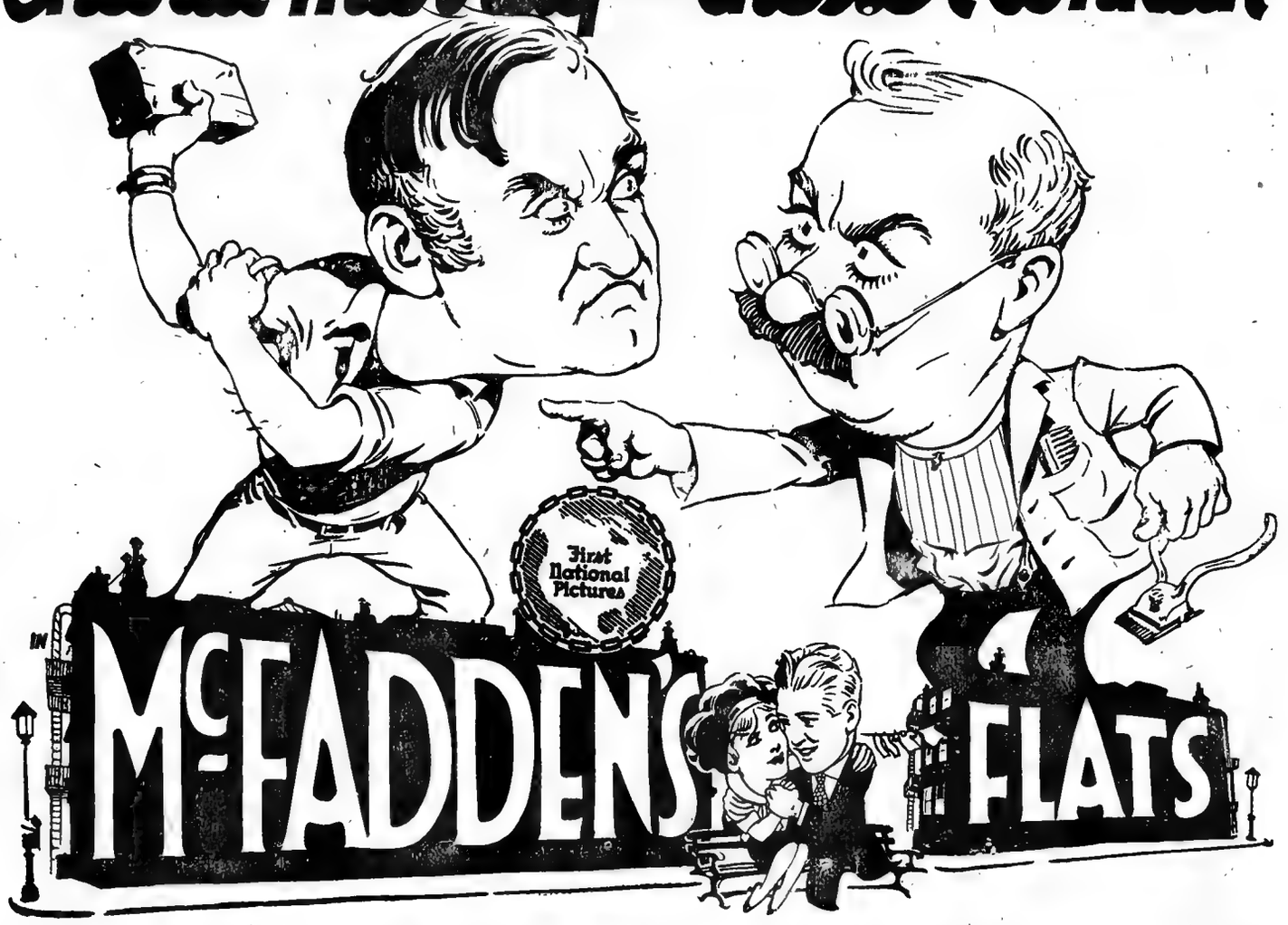
Member of Motion Picture Producers & Distributors of America Inc.—Will H. Hays *President*

Charlie Murray and Chester Conklin



Held over from Saturday to Monday at the Majestic theatre, Halifax
that's a record!

Played 5 weeks at the Cameo, Cleveland, 7 shows a day playing more consecutive performances than any other picture in that city's history
that's a record!

Extra performances necessary at every engagement it has played anywhere
that's a record!

Opens at the Regent, Toronto, for an extended run at $1.00 top and
that will be another record!

RECORDS EVERYWHERE
HAVE BEEN SMASHED
TO SMITHEREENS

One of the Big
11 ***from***
FIRST
NATIONAL

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In spite of its inflexible One Week Policy, Tivoli Theatre, Toronto, holds over for a Second Week

"MONS"

A Dramatic Epic of the World War

Produced in England with the Co-operation of the British War Office.

Every Toronto Daily Newspaper has given columns of space in praising this Great British Master Picture.

Now Ready for Booking in All Parts of Canada and it's going to be the Year's Best Box Office Attraction.

Regal Films Limited

Toronto - Montreal - St. John - Winnipeg - Calgary - Vancouver

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RAY LEWIS
Editor and Managing Director
GEORGE C. WILLIAMS
President

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Constructive Co-operation

JOSEPH P. KENNEDY, President of the Film Booking Offices, and a Harvard of '12, has bestowed upon the Motion Picture Industry an exemplification of what I call, "constructive co-operation."

A series of lectures have been and are being given, under his direction, at Harvard University, to the Harvard Graduate School of Business Administration.

Representatives of the various branches of our Industry are the speakers.

RAY LEWIS

It speaks well for the vision and co-operative spirit of Joseph Kennedy that he has given the Industry an Academic opportunity. There was no inclination on his part to take any glory unto himself, he is sharing this service medium and excellent publicity with the Industry with which he is associated.

On March 14th, Mr. Kennedy introduced our Industry to Harvard; and the Academic world by his address, "Introduction to Discussions of Motion Picture Industry."

On March 15th, Mr. Will H. Hays opened the series of talks with "The Motion Picture Industry;" and so well did he cover his subject that every phase of relationship between the screen and the public was presented.

March 17th, Jesse Lasky presented "Production Management Problems," another illuminating address.

March 19th, Adolph Zukor presented "Executive Management," which subject he has demonstrated in the building process of his company.

March 22nd was the date for S. R. Kent's address on a subject of which he is named, "The Wizard," namely "Distribution."

March 24th found R. H. Cochrane scheduled for the fascinating subject "Advertising and Exploitation." Those who know R. H., know that his knowledge of the subject is not fiction.

March 26th, Dr. A. H. Giannini discussed, "Finance."

March 29th, William Fox presented "Foreign Development," a timely subject in which our Industry is particularly interested.

March 30th was the date scheduled for an address by Marcus Loew on "Theatre Management." Mr. Loew should know, since he is a pioneer in the field of showmanship.

March 31st, H. M. Warner's date for "New Developments in Motion Pictures." Mr. Warner should feel quite at home with a subject which is so close to "Vitaphone."

April 2nd, J. P. Kennedy will discuss "The Future of The Industry," and since Mr. Kennedy has a faculty for "seeing ahead" we may expect a clarified visualization of the shadows upon the screen, which are already projecting themselves. For is it not said, "Coming events cast their shadows before?"

On April 26th, Cecil B. DeMille, that intrepid director, will talk on "Directing." This subject discussed by the director of "The Ten Commandments" and "The King of Kings," should prove specially interesting.

On April 28th the series will be concluded with the presentation of an address on acting by Milton Sills. Any man who can act as well as he can, should be given the privilege of talking on the subject.

The difference between this kind of publicity and the usual kind which is headlined in the press, needs no illuminating dissertation.

The Harvard addresses give the Industry a mental standing, whereas most of our publicity has no weight, save along pulchritude lines.

We do not dispute the fact that, "A thing of beauty is a joy forever," but an Industry which talks of half billion dollar mergers; and whose figures are always in the million dollar class, has to do more than merely "cut a figure," figuratively speaking, along physical lines.

It has to show that it has some brains.

J. P. Kennedy has taken the most "brainy" way of presenting the Screen's Mentality.

Ray Lewis

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A Tremendous Picture Drama

An Exquisite and Tenseful Story of Elemental Emotions

The stark drama of a beautiful Spanish dancing girl, and of a sheep rancher played on the pitiless superheated desert—

A tremendous love theme graphically screened—A great picture with a smashing climax that lifts it into a class all its own.

Booked by the New Roxy, New York, the world's largest and most beautiful theatre.

JETTA GOUDAL

in

"White Gold"

WITH
KENNETH THOMSON
and
GEORGE BANCROFT

Adapted by GARRETT FORT *and* MARION ORTH *from the play by* J. PALMER PARSONS

SUPERVISED BY
O. GARDNER SULLIVAN

DIRECTED BY
WILLIAM K. HOWARD

Produced by
DE MILLE PICTURES CORPORATION

REGAL FILMS LIMITED

Sole Distributors for Canada

Go gle

Ray Presents

THE presentation of "Mons" at the Tivoli, where it continued the second week of its engagement to packed business, has been even an eye-opener to the "Wise Showmen" who are presenting it.

* * *

An interview with Henry Nathanson, general manager of Regal Films, brought out a candid confession. "I knew the picture was big; and that it would go over, but I am surprised, I must confess, at the enthusiastic response the public have given "Mons."

* * *

"IT IS DIFFICULT," continues Mr. Nathanson, "to imagine that 'Mons' is a motion picture, it seems to be "Mons" when Mons was in action and "The Little Contemptible" army fought its biggest fight at the very beginning of 1914. I wish to take this opportunity of thanking The Evening Telegram, Mr. Tom Daley, the manager of the Tivoli, and Luigi Romanelli, for their sense of appreciation in connection with the value of 'Mons'; and for their patriotic and showmanship presentation. Their example can be followed by every exhibitor, newspaper and musical conductor throughout Canada, to bring about not only a marked prestige to the theatre, but profits which make all the effort expended very worthwhile."

* * *

CRANFIELD & CLARKE are releasing "The Making of a King," showing episodes in the life of H. R. H. the Prince of Wales from the cradle to the present period. This two-reel feature is in truth a feature and I understand that it has been booked with the presentation of "Mons" in a great many theatres in Canada. The combination cannot be beat. The Prince has never been shown to a more "winning" advantage.

* * *

The Britishness of the presentation at the Tivoli, Toronto, and Ned Miller's persistent presentation of English bills at the Pantages, the number of English plays we have in our Repertoire theatres, and the number of English acts which tour through our picture houses, not forgetting "Emney," that Englishman who is forever being presented by Jack Arthur and Manager Shea of the Uptown, Toronto, is a better quota of British presentation than any legislated quota can give us.

* * *

AFTER ALL the public pay to be entertained; and the success of British presentation in Toronto has been brought about by the freedom which theatre owners can exercise in making their selections. Only the best in British is given the public; and in this showmanship presentation, British pictures and plays, British stories and players are establishing a market. The public come to a theatre not for a patriotic demonstration but to be entertained.

* * *

If the patriotic inspiration received an impetus through the merit of what is Britishly presented, it is "a feather in the British Cap," but only merit will win the public, merit and the art of presentation.

* * *

Our editorial speaks of "Constructive Co-operation"; and brings to our mind "The White List," which has been compiled by the "Child Welfare Society" in co-operation with distributors and exhibitors.

* * *

The White List approves about sixty per cent of the product released in Canada. It just occurred to me to ask what the distributors and exhibitors are going to do with the other forty per cent?

* * *

I notice that the Child Welfare League in Alberta have been interested in having a bill presented whereby "the approved list" would be marked by the Censorship Board in the passing of pictures and the matter begins to take on a tone whereby the exhibitors may find themselves and the distributors legally involved should these approved pictures for Family attendance be confused with the other pictures which have not received the publicity of The White List.

The bill passed its first reading and further involves the other forty per cent of the product which must be presented as "approved."

* * *

I think The White List is the "bunk," and the poorest example of showmanship which I have observed. Imagine any other producer approving the sale of 60 per cent of that which he manufactures, thereby discrediting the quality of 40 per cent of his product.

(Continued on Page 14)

SHORT TALKS

ON

SHORT FEATURES

Renewals

A magazine boasts of the number of subscribers who renew their subscriptions when they expire. "Renewals" in large quantities furnish the magazine one of its big arguments in selling space to advertisers.

"Renewals" of contracts are a good test of any business, for they indicate satisfied customers, the best proof of a product of merit backed up by service.

Educational Pictures **are showing today in practically every theatre now operating that played them seven years ago, when we began national distribution. They have played these theatres every one of these seven seasons. And to this number have been added every year a large number of other theatre accounts that have in turn become "renewals." Today they number 13,000, an impressive total.**

This is the greatest testimonial exhibitors could give to any company, and we are justly proud of it. We are proud also of the fact that we can look forward to the same sort of "renewals" when our splendid program of short features for 1927-1928 is announced soon.

E. W. Hammons
President

EDUCATIONAL FILM EXCHANGES, Inc.

Educational Pictures
THE SPICE OF THE PROGRAM

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Dolores Costello, that dependable young star, in Warners, "The Third Degree."

Carl Dane, who made an outstanding success in Metro-Goldwyn-Mayer's, "The Big Parade."

Conrad Nagel in Metro-Goldwyn-Mayer's laughing success, "There You Are."

Jack Mulhall, First National's smiling star, in "The Road to Romance." All Aboard!

Natalie Kingston in a First National Easter mood.

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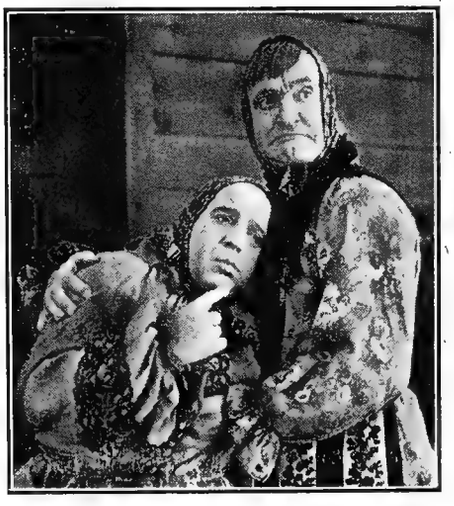
persuasive pose of Dolores Costello, aring for her next Warner, "A Million Bid."

Victor McLaglen, Dolores Del Rio and Edmund Lowe in that War picture of War pictures, Fox's, "What Price Glory."

Tom Mix, Fox's "never-setting" star.



George Sidney and Charlie Murray, co-stars in First National's "Big Bertha."

ie Dove, looking herself over; and finding that the mirror is generous, in First National's "The Stolen Bride."

Joan Crawford, who is making a rapid rise along the starry heights of popularity, appearing in Metro-Goldwyn-Mayer's "I'll Tell The World."

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TORONTO THEATRES

PRINCESS — "Ben Hur," with Ramon Novarro and May McAvoy—Metro-Goldwyn-Mayer's masterful presentation of the Lew Wallace story, acclaimed "The Mightiest of the Mightiest." Class A plus. "Ben Hur" plays a return date at the Princess Theatre, Toronto, and reestablishes the memory of its former success, by adding fresh laurels to the sense of appreciation with which the public received this picture. Our former review of the picture remains unaltered, save that we add, it is a picture which will probably go down into history as a perennial, one which Time will not efface, for it has within its make-up the qualities which keep it ever a timely theme.

REGENT—"Michael Strogoff," with Ivan Moskine — Universal. Pulled big business for its second week. A colorful melodrama full of adventure, romance, which goes over with a punch because of its unquestionable sincerity. Russia as a background. Czar-rule, mob-rule, War—Lust—Love.

UPTOWN—"The Show," with John Gilbert, Renee Adoree and Lionel Barrymore — Metro-Goldwyn-Mayer. Class B plus. I know now more than ever that John Gilbert is a hundred per cent. artist. I always had an impression that "The Merry Widow" and Mae Murray made Gilbert, but I take it back, the man can act. Although Gilbert's "Cock Robin" reminds me of Joseph Schilkraut's "Liliom," this reminder does not detract from Gilbert's characterization. The man is astonishingly well-made, and an all-round good actor. Comedy, romance, tragedy, find him easily at home. "The Show" gives him the best chance for individualistic work, than any picture he has yet appeared in. Renee Adoree, as the dancer of "The Show," did some fine work, until Renee thins up a bit, it is just as well not to uncover her so much, besides Renee made her hit; and can hold her own by the excellence of her artistry. Why give the audience a chance to say "a bit fat." I know of no other woman on the screen whose eyes and mouth convey so much intensity of feeling. Lionel Barrymore had a villianous part. His best bit was at the table when he was sizing up "his girl," and "Cock Robin." Such a dirty look only a Barrymore could give. The "freaks" and incidental types were all good and the presentation of detail smacked of "Variety." The story deals with a Circus, or "Medicine Show." It involves the love of one of the Greek owners for one of the dancers, who happens to love the leading Spieler, "Cock Robin." This same Spieler loves every woman who is good to him financially, that is while the "finance" is good. After that he isn't so interested. The Greek kills a sheep-owner for his money, but "Cock Robin" gets the money from the Sheep-Owner's daughter, who has been minding the money for "papa." There are several other characters who are the players outside of "The Show," and help to develop a motive behind the impulses of the real players. It is interesting, entertaining and vested with just enough novelties to create talk which always registers at the box-office.

TIVOLI — "Mons," All Star Cast. Regal-British. Class B plus. The tie-up with The Toronto Evening Telegram and the presentation which Tom Daley gave "Mons" through adding "The Making of a King," plus Romanelli's patriotic medley of airs gave "Mons" its right setting. Presentation means a good deal even to a good picture; and "Mons" certainly got its big chance at the Tivoli, Toronto. Such cheering and hand clapping, you would imagine that the whole audience had been "over there." That's because "Mons" is authentic; and besides giving you a substantial profit, it is going to make your house "the talk of the town." Great publicity for a British theatre is "Mons."

LOEW'S — "Women Love Diamonds," with Pauline Starke—Metro-Goldwyn-Mayer. Class B. A cast which includes in addition to the star, Owen Moore as the hero of the story, Lionel Barrymore as the villian, Douglas Fairbanks, Jr., as a juvenile millionaire, Cissy Fitzgerald, one of the "bright lights," Gwen Lee, and Dorothy Phillips. New York with its lavishness in making the dollars fly; and behind the merry-making and spending, heart-ache and the worry of "to-morrow." The conscience which makes of silken negligees, steel shackles. Edmund Goulding directed and wrote the story which has been presented very well, although the subject matter is not unusual. Pauline Starke does excellent work, in fact all the principals acquit themselves favorably.

PANTAGES—"Down The Stretch," with Marion Nixon — Universal. Class B plus. The story deals with "a chip off the old block," namely the son of a jockey, who has inherited his father's sporting tendencies. The father was killed "coming down the stretch;" and the mother of the boy reluctantly allows her son to follow the call of the "ponies." The boy gets his "fall" in a similar manner to his father, but is not killed. Recovering, he rides again to victory. The stable scenes, race, paddock incidents are real "horsey" and go over big. King Baggot directed an intensely interesting story. Robert Agnew is the jockey and does acceptable work. Virginia True Boardman makes a sympathetic mother, while Marion Nixon is winning as the sweetheart who "waits" for her jockey to win. Otis Harlan as a Nubian follower of the ponies; "tips right from the stable," registers a hit on his own; and is largely responsible for the generous laughs with which the picture is sprinkled. Good entertainment.

Neighborhood Theatres

PALACE — "Twinkletoes," with Colleen Moore — First National. Class B. Colleen "twinkles" in a Limehouse setting, which provides laughter, tears, and romance. "Tell It To The Marines," with Lon Chaney, Eleanor Boardman and William Haines. Class A. A rare combination of stars, individual acting excellent, war scenes magnificent and on the whole, "hard to beat."

ST. CLAIR — "Man of the Forest," with Jack Holt—Paramount. Class B. Entertaining. "Kosher Kitty Kelly," with Viola Dana, F. B. O. Class B plus. A riot of comedy, with Viola at her best. A sure box-office hit.

COLLEGE — "Paradise For Two," with Richrad Dix and Betty Bronson. Paramount. Class B. A complex by way of entertainment, that proves very interesting. Dix is as usual good, and Betty most pleasing. "The Music Master," with Alec B. Francis. Fox. Class

(Continued on Page 13)

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TORONTO THEATRES

(Continued from Page 12)

B plus. A family picture. Alec Francis gives a masterful characterization.

BEACH — "The Nervous Wreck," with Phyllis Haver and Harrison Ford. Regal. Class B. A comedy that keeps you laughing from start to finish. Phyllis is the answer to why "gentlemen prefer blondes," and Harrison Ford is "the gentleman." "New York," with Ricardo Cortez — Paramount. Class B. Cortez is his usual good-looking self, and his work is good. The picture is entertaining.

CAPITAL — "The Winning of Barbara Worth," with Ronald Coleman and Vilma Banky — United Artists. Class B. An adaptation of Harold Bell Wright's well known novel, the leads are excellent. "The Scarlet Letter," with Lillian Gish and Lars Hanson — Metro-Goldwyn-Mayer. Class A. Hawthorne's masterpiece comes to life. A beautiful romance. Box-offices will "register" with this wonderful production.

ALHAMBRA — "Love 'Em and Leave 'Em," with Louise Brooks, Lawrence Gray, and Evelyn Brent —Paramount. Class B plus. A snappy, spicy bit of entertainment with leads at their best. "The Taxi dancer," with Joan Crawford — Metro-Goldwyn-Mayer. Class B. Should prove generally entertaining.

Greta Garbo Gets "Anna Karenina"

Greta Garbo, Metro-Goldwyn-Mayer star, has been suffering from "temperamental indisposition." Walk-outs have been reported; and sometimes Miss Garbo would, but sometimes she wouldn't. It appears that the indisposition had a financial complex, for now that M-G-M have agreed that her salary shall cease to be $700.00 weekly, but $3,000 weekly for "Karenina," Greta will appear in this marvellous part, "Anna Karenina," under the direction of Dimitri Buchowetzki.

When the picture is completed Miss Garbo is to have a new contract. Someone, an artist, who has won fame on the concert stage, made famous the remark, "It pays to be temperamental." Throwing a $3,000 weekly fit seems to be a rather good fit.

Of course everyone must admit that Greta Garbo is an artist, and artists are to be considered. Now if a "ham" tried to be financially temperamental, he might get "kicked." Excuse the "he," boys, but in all the theatrical annuals have you ever read of a "ham" being a "she legit"?

John L. Hunter Newly Appointed Manager Famous-Lasky, Toronto

Announcement has just been made by Morris A. Milligan, General Manager of Famous-Lasky for Canada, of the appointment of John L. (Jack) Hunter as Manager of that organization in Toronto succeeding A. C. Benson, recently resigned.

Hunter is well known internationally in film circles, having been connected with Paramount for the past three years in Toronto and prior to that with the Franchise Department of First National, New York. He was also General Sales Manager of the American Releasing Corporation and General Manager of Associated Producers (defunct) for Canada and at one time operated his own exchange in Canada.

Famous-Lasky is perhaps the only film organization in Canada which have appointed Canadian born executives as managers for all of their exchanges in the Dominion of Canada. Hunter is also a member of the 100 per cent club which was formed two years ago by Famous Players, each year it is the policy of the organization to select 16 employees for membership in the Hundred Per Cent Club comprising what executives believe to represent the best type for advanced appointments. Hunter was the selection for Canada.

Wanted--Pianist

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EDMUNSTON, N.B.

LAST MINUTE NEWS

Abraham Assard, of the Starland Theatre, Montreal, was fined $10.00 and costs in Recorder's Court for allowing a stage performance without the regulation asbestos curtain.

Work has commenced on the New Columbia Theatre, to be built opposite the City Hall in Vancouver, B. C.

Montreal closed three theatres, The Broadway, St. Lawrence Boulevard; The Boulevardoscope, St. Hubert St.; and The Alhambra, on Masson St. These theatres have been closed for alterations.

All the new theatres in Toronto are enjoying good business, perhaps the reason is that "a new broom sweeps clean." Which interpreted in Showmanship language may mean, that the theatre owners are going after the business and results are showing. There is nothing more devastating to profits than falling into "a rut." No house can afford to get out of the position of always being "on its toes."

Cinderella Theatre, Hamilton, has provincial permit to operate. Ald. Donald McFarlane failed to close the theatre because ti had no city license. City Clerk S. H. Kent ruled that the receipt of a telegram from provincial authorities stating that a license would be issued, placed the responsibility on them. Fire authorities all had approved of theatre.

N. L. Nathanson was a visitor in New York this week.

Mr. Arthur Cohen is expected home from the West this coming week.

George Rotsky, accompanied by S. Morgan-Powell, visited Toronto; and attended the presentation of "Mons" at the Tivoli.

The Bloor, in the same district, is presenting one big feature, while the Madison continues with a one-act playlet, played by a company and a feature act. All the theatres appear to be getting the business; and all are within the radius of a block. It is curious to note the different patronage each theatre attracts.

The acquisition of the "Roxy" Theatre by William Fox must have been a bit of a surprise even to the Big Fellows on Broadway. The price paid is reported as ten million. "Roxy" is retained as manager. This gives Fox the biggest kind of a presentation for the Fox features; and makes the "moves" on the Chess Board, for it is Chess not Chequers which is being played, mighty interesting.

"Michael Strogoff," Universal's latest big release in Toronto, furnished more talk in family circles, than any picture outside of "Variety," in many a day. A picture that makes them talk saves a lot of "advertising expenses."

I noticed that The Garden, on College St., Toronto, under the management of Joe Cohen, is taking on the air of being a "regular theatre." The fronts look like Big Time and Joe is really giving them Big Time pictures and presentation.

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RAY PRESENTS

(Continued from Page 9)

THERE COMES a time in this business when The Balm of Gilead cannot be applied. The Industry should always be willing to co-operate, but when the co-operation requested is detrimental to the interests of the Industry; and a "thin edge of the wedge" towards undesirable legislation, then this Industry should have "the guts" to say "no."

* * *

I remember only too well the meeting which "the immortal Canon Chase" organized; and at which he induced all the producers to state what they would not put in pictures. It was great for Chase, you should have seen him chase up to the Government with that list that included all the "Thou Shalt Nots" in "The Ten Commandments," plus a few the imagination of the producers dug up from what they had read about in connection with the torture of The Jesuits by the Indians. It took a long time to undo that "good work." It should not take as long to get rid of "The White List" in Canada.

PERFORMING RIGHT SOCIETY APPEAL THEIR CASE

The Canadian Performing Right Society, Limited, entered an appeal at Osgoode against the decision of Justice Rose who maintained that the Performing Right Society had no ground for action or damages in its suit against the Famous Players under the provisions of the Canadian Copyright Law which provided for registration of Copyright at Ottawa.

The Performing Right Appeal was based under the provisions of the Imperial Copyright Act of 1911 and the certificate of notice dated Dec. 16th, 1923, published by the Secretary of State in the London Gazette of Dec. 14th, 1923, whereby the Dominion of Canada is to be treated as if it were a dominion to which the said Imperial Copyright Act of 1911 extends. The case is being watched with great interest as the final decision concerns every individual exhibitor in the Dominion of Canada.

N. L. Nathanson has brought a suit against British National Films, Ltd., to recover certain sums of money due him on a commission basis for securing and arranging the sale of the British productions, "Nell Gwyn," "Tiptoes" and "London," to Famous-Players Lasky Corporation.

Quebec Theatres Lose Rebate Tax Privileges

Allowance Made to Exhibitors For Being Collecting Agency Revoked

The exhibitors of Quebec have had the rebate permitted them of $1.00 on a 1,000 tax tickets sold, now revoked.

It has been the custom to permit exhibitors this rebate since no exhibitor need necessarily act as a government collecting agency, but for this service the Government has been accustomed to allow the exhibitors to rebate on the tax tickets they sold.

The provincial authorities of Quebec having entered a claim against the City of Montreal for one half of the amount of the rebate which the city allows to theatres for the collection of the Amusement Tax, the Executive Committee has decided to stop the entire rebate.

The claim of the provincial authorities against Montreal goes back to 1921 and amounts to the sum of $45,000. Ald. Brodeur, Chairman of the Montreal City Executive announced that the rebate would be abolished. Montreal is required by law to grant the government one-half of the gross amount of the revenue derived from the Amusement Tax.

A report from the assistant superintendent of the department of Privileges and Licenses, approved by the assistant treasurer, was presented at a recent meeting of the city executive, the text of which stated that the rebate to theatre owners in connection with the collection of Amusement Tax has been discontinued. The board approved the decision. The action of the province in claiming one half of the amount rebated precipitated the decision to revoke all rebates.

The attendance at Montreal theatres in 1926 amounted to 21,617,381 persons according to the official record kept at the city hall of Montreal in connection with the collection of the Tax. The City of Montreal exhibitors alone would lose $21,617 in rebate through the decision concerning this matter for 1926.

Fred Niblo To Direct Lillian Gish

Fred Niblo will again become associated with Metro-Goldwyn-Mayer in the direction of Lillian Gish in "The Enemy," her next picture after "Wind."

By the way, "Wind" is such a queer title for a picture; and unless it can stand the 100 per cent acid test of quality it gives an exhibitor, or critic such a chance to say, "Hot Air."

Quebec Theatre Owners Hold Spirited Meeting

Bouchart, M.P., Elected President of Association

The Annual Meeting of the Managers' Association of the City of Montreal, enlarged its scope; and had, as its guests last Thursday, the exhibitors of the Province of Quebec.

A luncheon was served at the Mt. Royal Hotel, after which the order of business proceeded.

The meeting was very largely attended, and many of the exhibitors of the province were enrolled as members.

The business of the meeting was confined to the election of officers for the Quebec Province Association. A Ways and Means Committee and a Board of Directors.

The following exhibitors taking office as follows:

Theatre Owners, Province of Quebec

President, Mr. Bouchart; Vice-President, H. W. Conover; Secretary to the Vice-President, J. Cardinal; Secretary, A. Moisan; Treasurer, B. M. Garfield.

Directors

R. L. Vallee, Casino Theatre, Sherbrooke; J. A. B. Robert, Gaiety Theatre, Three Rivers; Jos. Paquin, Capitol Theatre, Hull; D. Burpee, Imperial Theatre, St. John; E. Lalonde, Drummondville; Dr. J. E. Guibord, National Theatre, Grande Mere; J. Paquet, Auditorium Theatre, Quebec; H. Dahn, Capitol Theatre, Montreal; T. J. Shields, Dominion Theatre, Montreal; S. J. Dunning, Verdun Theatre, Montreal.

Ways and Means Committee

Mr. Bouchart, M.P., St. Hyacinthe; H. W. Conover, Imperial Theatre, Montreal; H. Dahn, Capitol Theatre, Montreal; J. Cardinal, St. Denis Theatre, Montreal.

Mr. Bouchard gave a splendid address emphasing the various situations peculiar to Quebec and governing our Industry. Ray Lewis, Editor of The Digest, who attended the meeting as a guest speaker, spoke on organization; and presented to the notice of the exhibitors in Quebec what had been accomplished in Ontario in connection with the Amusement Tax, Canadian Music Copyright and various other matters directly concerned with the business of motion pictures.

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OTTAWA HUMANE SOCIETY HOLD SHOW AT KEITH'S

The Ottawa Humane Society held its annual show for the older school children of Ottawa at B. F. Keith's Theatre Saturday morning, March 26, the theatre being placed at the disposal of the organization by Manager J. M. Franklin, who is director of the society. More than 2,600 children attended, admission being by ticket only.

The feature picture was "Kentucky Pride," loaned by the Fox Film Corp., Toronto, while various other animal and bird pictures were screened. Among those who officiated were Hoyes Lloyd, a Government bird specialist; Commissioner Cortlandt Starnes of the Royal Canadian Mounted Police; Mayor J. P. Balharrie and others. Boy Scouts acted as ushers.

THEY'RE WEARING CORSETS, THE MALE OF THE SPECIES

It is reported that men are wearing corsets in Hollywood. Also, there is a report that 300 tight fitting corsets were recently ordered from a local department store by Paramount Famous Lasky Corporation for use by men playing European army officers in Rowland V. Lee's newest production, "The Whirlwind of Youth."

According to Director Lee, many European army men are forced to resort to this method of keeping themselves slender. The wearing of corsets is declared to be one of the tricks to which many of the older officers resort as increasing weight detracts from their soldierly appearance.

Featured members of the cast of "The Whirlwind of Youth" include Lois Moran, Donald Keith, Vera Voronina, Alyce Mills, Larry Kent, and Gareth Hughes.

Educational Win Medal Year's Best Short Subject

The Hugo Riesenfeld Gold Medal for 1926 has been awarded to "The Vision," Educational's Romance Production in Technicolor, as the most novel Short Subject motion picture released in this country last year. This outstanding honor in the Short Subject field was awarded to this two-reel dramatic subject by vote of a committee consisting of Harold B. Franklin, for a number of years head of the Paramount Theatre Department; David J. Chatkin, Short Subject buyer for the Publix Theatres; Joe Plunkett, Manager of the Strand Theatre, New York City, and Frank Newman, Manager of Sid Grauman's Metropolitan and Million Dollar Theatres in Los Angeles.

The Riesenfeld Medal is given annually to the producer of the best Short Subject exclusive of comedies during the year. This is the second year in succession that an Educational Picture has been awarded the Riesenfeld Medal, "The Voice of the Nightingale," another Short Feature made for Educational, having won the distinction of being the most novel Short Subject in 1925, when the Riesenfeld Medal was awarded for the first time.

An interesting fact in connection with the vote of the committee is that every vote cast by the committee was for an Educational release.

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"MOULDERS OF MEN" "NOT FOR PUBLICATION"

"Moulders of Men" the F. B. O. picture sponsored by the Elks and directed by Ralph Ince may prove a history making picture in more ways than one.

Before the picture was complete, Rex Lease, who played the role of a gangster, was signed to a long term contract because of his excellent work, and now comes news that Jola Mendez, a sixteen year old girl, who played a minor role in the film, acquitted herself so admirably that she has been given a leading role as the younger sister of Ralph Ince in "Not For Publication," in which Lease has a prominent role.

Ralph Ince will play the stellar role in "Not For Publication" as well as direct.

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BEBE DANIELS' "SENORITA" NEEDS CAVE-MAN STUFF

Athletes of two nations are appearing in support of Bebe Daniels in her current Paramount production, "Senorita," Tom Kennedy, former American heavyweight contender for pugilistic honors, plays the comedy heavy and Roul Paoli, all-round French athlete and European champion of the shot-put, is the leader of Bebe Daniels' "gang."

Both Kennedy and Paoli have interesting screen records in addition to their athletic honors. Kennedy has appeared in numerous comedies, notable among them "Behind the Front" and "We're in the Navy Now." His most recent comedy role was that of "Callifet" in Wallace Beery's "The Big Sneeze."

Paoli make his American screen debut in Miss Daniels' "Senorita" but has been well known as a French leading man for years. He is still remembered both in Europe and on this continent for his athletic role as "Ursus" in "Quo Vadis," while "Senorita" marks his first role in an American-made picture. Paoli's first Paramount role was in support of Gloria Swanson in "Madame Sans Gene" in which he was a member of the French cast.

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Fine Arts of Harvard To Establish Film Library

In the belief that the achievements in motion pictures deserve recognition as part of the cultural development of the country and must be considered in any serious historical and technical study of art, the Department of Fine Arts of Harvard University, in association with the Fogg Museum and the University Library, plans to establish immediately a library and archive of films. With the co-operation of Will H. Hays, President of the Motion Picture Producers and Distributors of America, Inc., and of the producers themselves this collection will be formed to serve the double purpose of recording the evolution of the moving picture from its beginning to the present day, and of selecting annually those films which are deemed worthy of preservation as works of art. It is hoped that it will be possible to use as criterion of choice the harmonious synthesis of pictorial, narrative, dramatic, and histrionic qualities. The collection will undoubtedly be augmented eventually by the addition of cinematographic literature. The purpose is not to cover the field contemplated by the archives in Washington for the preservation of historical and current events films.

In order to constitute and operate this archive a committee of the Harvard Faculty, after gathering from all available sources representative films of higher quality of the past, will select in January of each year the films of the preceding twelve months which, in its judgment, should be included in a library of this character. The announcement of its selections will be made public on March 1st of each year. The enterprise contemplates also an annual or semi-annual formal presentation before members of the University and their guests of the chosen films.

Rex Theatre, Ottawa, Fined

"The court is going to give full co-operation to the officials of the Juvenile Court in their enforcement of theatre regulations regarding the admission of unattended children," declared Magistrate Charles Hopewell in the Ottawa Police Court on March 25 when fining the management of the Rex Theatre, Ottawa, $20.00 without costs for allowing an unaccompanied child under 16 years of age to attend a performance.

"Prevention is better than cure and the laws in this respect must be strictly observed," the magistrate said.

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Edward Gorman Passes Away at Ottawa

The death occurred at Ottawa, of Edward Gorman, for many years identified with the theatres of the Canadian Capital, after a brief illness. The wide popularity of the deceased was indicated by the large attendance at St. Patrick's Church for the requiem high mass and by the unusually long funeral cortege. For the past five or six years he had been an employe of B. F. Keith's Theatre and all connected with this theatre, including Manager J. M. Franklin, orchestra, stage employees, projectionists, ushers and others accompanied the remains to the grave.

Among those who sent floral remembrances, apart from the above mentioned, included Capt. and Mrs. Frank Goodale of Loew's Theatres, White Plains, New York, Capt. Goodale being the former manager of the Ottawa house; Stage Employes Local 257; Officers and members of the International Association of Theatrical Stage Employees; Projection Machine Operators Local; his "four pals," and many others.

A brother, Pete Gorman, was manager of the Russell Theatre, Ottawa, for many years. Chief mourners included the wife of Edward Gorman, his two sons and one daughter; five brothers, all of Ottawa, three grandchildren and others.

ELINOR GLYN MAKES BETTY BRONSON "RITZY"

Betty Bronson's latest Paramount comedy is "Ritzy" from the pen of that world-famous mistress of feminine psychology, Elinor Glyn.

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The Evening Telegram "The Prince of Wales"

Poem Tie-Up With "Mons" and "The Making of a King"

The Evening Telegram of Thursday, March 31st, published the following poem, "The Prince of Wales," which exhibitors can use in the presentation of "The Making of a King," which we understand is being booked in conjunction with that tremendous hit, "Mons." We republish it as it was published in "The Evening Telegram." —Ed.

The Prince of Wales

"Mons" and "The Making of a King," at the Tivoli, Toronto, Inspires the Canadian Muse.

A Jingle by Ray Lewis.

Have you met our Prince—Him they call Albert—Windsor, Duke of this—And Earl of that—Baron Renfrew—And a few—More riggin's and sails—Like Patrick, Andrew—H.R.H. the Prince of Wales?

* * *

Naw he ain't a blue stockin'—I know what I'm talkin'—When I tell you—He ain't no fool—He was "born to the purple"—Ermine and sceptre—Born to rule—The British Empire—Made up of all colors and creeds—To suit your nationality and needs.

* * *

What I like about the chap—Is his likin' for life—And his 'preciation—That the other fellah—Ain't no sap—

* * *

He rides a horse—He swims and shoots—He smokes, drinks—And you bet your boots—He falls for a pretty woman—When its a steeplechase—To get her gaze—As hard as he—Falls off his horse—But is he downhearted?—Not on your life—He has the force—Which comes up—With that darned winnin' smile — That makes him worth while.

* * *

When his heart is bruised—Or his collar-bone abused—When his nose is out of joint—The main point is—He never loses his temper—And he never lets out—A whimper—He's a sport—A prince of a fellah—A bit of the right sort.

* * *

I say the prince—Is long on grit—And if any other fellah—Had to do the half of it—He wouldn't be half as fit.

* * *

So here's to you—Albert, beg pardon—Your Royal Highness—You've got a Good Maw—And a Royal Paw—Beggin' Their Majesties' pardon—For the familiarity—With which I discuss—The family tree—We're talkin' now intimately—But I know my place—And so does His Royal Highness.

* * *

He knows when Caesar should get his—And when he should be—About his Royal father's biz—But he knows—That humans are humans—Same as he is—And we know it too—So between him and us—Me and you—There is, what an English professor—Might call—An infinite understanding.

* * *

Gee, ain't I got the gall—To pull this stuff—But I said enough—The Prince knows what I mean—I like him—A whole lot—Because—He's what he is—

A MAN.

F. B. O. MAKING STARS

In Hollywood they say that the two studios responsible for developing more stars than any other are Mack Sennett's and F. B. O.

Coincidentally, the newest recruit to the fast growing list of future stars at F. B. O. is Elsie Tarron, who for three years was one of the most beautiful and promising of the Mack Sennett bathing beauties.

Miss Tarron recently appeared in Universal comedies, and her ambition to appear in full length feature productions will soon be realized, insomuch as her first asisgnment for F. B. O. will be the feminine lead with Tom Tyler in "Cyclone of the Range," directed by Bob De Lacy.

Lee Marcus, F. B. O. Sales Manager, Returns From Southern Trip

Lee Marcus, general sales manager of F. B. O., returned this week from a trip through the South. Mr. Marcus visited Washington, Charlotte, Atlanta, Jacksonville, New Orleans, Dallas, Memphis and Oklahoma City.

"I found a noticeable improvement in theatre business throughout the entire South, with the temporary depression caused by the low price of cotton earlier in the year completely overcome," he said. "Southern exhibitors are very keen for the action type of picture which F. B. O. has been making, and are especially sold on the Fred Thomson, the Tom Tylers, the Viola Dana and the George O'Hara series.

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"THE FIRE BRIGADE" AT REGENT, OTTAWA

An old fire pumping cart, used in Ottawa in 1840, was used as a street exhibit in front of the Regent Theatre, Ottawa, Ontario, as a stunt for the presentation of "The Fire Brigade" during the week starting February 26. Uniformed firemen were in attendance at every performance while uniformed firefighters "manned" the hand pumper. Manager Ray Tubman also used mechanical effects during the fire scenes of the picture, including an alarm gong, siren, fire truck bell and whistle, to heighten the action.

Manager Tubman started off the week with a Saturday morning show for children when the programme comprised "The Fire Brigade" and "The Collegians."

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Round About the Studios

Raymond Griffith, Paramount star, is a descendant of one of the longest lines of actors of any screen player in the industry.

His mother, an actress, was Marie Sousa Griffith, and his father, an actor, was James Henry Griffith. Griffith's grandfather, Gerald Griffith was also an actor and so was his great-grandfather, Thomas Griffith. Raymond has just completed his latest picture, "Wedding Bells."

Wallace Lupino, a brother of Lupino Lane, is cast as the villain in "Naughty Boy," the latest Educational-Lupino Lane Comedy. The scenario calls for Lane to win a rough-and-tumble fight with Brother Wallace, and he does it with alacrity.

"The Yukon Trail" by William McLeod Raine, which will be one of the features of next year's Universal program, has been changed in title to "The Eternal Silence." Ernest Laemmle has been preparing for this picture for the last six months.

A special adaptation of "The Eternal Silence" was made by Charles A. Logue.

The complete cast for the picture is announced as follows:— Francis X. Bushman, June Marlowe, Neil Hamilton, Otis Harlan, Theodore Lorch, Burr McIntosh and James Farley.

The title of the fourth "Wisecracker" series for F. B. O. has been changed from "Survival of the Fattest" to "Oily Boyd."

Lorraine Eason, Thelma Hill and Danny O'Shea head the cast of this H. C. Witwer series, with Albert Cooke and Kit Guard supplying the comedy relief.

Del Andrews is directing the series.

She's a little Parisian beauty, her name is Yola d'Avril, and she's with First National.

Nearly all the pretty girls on the roster of the Christie Studio appear in "Dumb Belles," the new Educational-Billy Dooley Comedy in which the "dippy tar" comedian is starred. And there are nearly as many brunettes as blondes in the squad of beauties who cavort in this picture.

Glen Cavender, who is so often seen as a sheriff or policeman in comedies made at Educational Studios, appears as a hard-boiled football coach in "The Draw-Back," the new Tuxedo Comedy featuring Johnny Arthur.

Clara Bow, petite "red-head" will next appear in Paramount's "Rough House Rosie."

Conrad Nagel is much impressed with the parson's remarks in Metro-Goldwyn-Mayer's, "There You Are."

Richard Dix, Douglas McLean, Edmund Lowe and Warner Baxter all played together in stock at the Morosco Theatre in Los Angeles not so many years ago. Walter Morosco, husband of Corinne Griffith, was treasurer of the house at the time.

"The Newlyweds' Shopping Tour," the latest two-reeler of "The Newlyweds and Their Baby" series, made by Stern Brothers from the George McManus newspaper comic strips, opened this week in the Colony Theatre, New York City. Leo Abrams, short subject manager of Universal's New York Exchange, states it is the first two-reel comedy to play on Broadway in six months.

The two-reeler features Sunny McKeen, the remarkable baby, as Snookums; Ethlyne Clair as Mrs. Newlywed, and Sid Saylor as Mr. Newlywed. Gus Meins directed it.

Universal has just announced that as a sequel to "The Cohens and Kellys," it will make for next year a production to be entitled "The Cohens and Kellys in Paris." This foreshadows a series of pictures with the characters played in its last year's success by Charles Murray and George Sidney. No one has been cast for the picture as yet, however, but the characters themselves were purposely left at the end of "The Cohens and Kellys" that almost anything could happen of the partnership that was then established between them.

"The Cohens and Kellys" was produced by Harry Pollard from an adaptation by Al Cohn of Aaron Hoffman's play, "Two Blocks Away," and its psychological thesis was the play of temperament between an Irish policeman and a Jewish store-keeper and a mysterious fortune which goes first to one and then to the other.

Richard Arlan, Paramount featured player, was at one time a professional ice-hockey player and also wrote sports for a Duluth, Minn., newspaper.. He is now playing one of the leading roles in "Wings," John Monk Saunders' story of the American ace during the war.

Gary Cooper, newly crowned western star, spent twelve years of his life as a cowboy on a ranch near Helena, Montana. He is now appearing in "Arizona Bound," his first starring vehicle for Paramount.

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Mighty "Michael Strogoff"

Two weeks at the PRINCESS Theatre, Montreal, and Return Engagement at PALACE, Montreal

Two weeks, REGENT, Toronto

The Sensation of the Season--Critics Unanimous in Praising

"MICHAEL STROGOFF"

One of UNIVERSAL'S Greatest

"MICHAEL STROGOFF"

"Frankly, I fail to see why 'Michael Strogoff' didn't 'take' in the United States, unless it is because it has no baby-faced male and female stars. Jules Verne's fascinating yarn has been given a gripping recreation in this French film.

"It is a story of adventure, pure and simple, set against the highly picturesque background of the Tartar invasion of Siberia. The atmosphere is highly authentic, the panoramic effects amazingly effective. There is evidence of careful attention to historical detail, and the cast is finely competent. One recalls few combats as strong as the battles between the Tartar hordes and the Russians."

—The Evening Telegram, Tues., March 22nd, 1927.

It is difficult to give this film a classification, it is so different, so great in its great moments, in the magnitude of its sweep, and yet so naive.

The battle scenes between the Russians and the Tartars are exemplifications of what such battles must be really like. The opulence of the production in its colorful representations of the glory of Feogar, Grand Khan of Tartary, is truly magnificent. Scenes which show barbaric passions in lust and cruelty. The story is an adaptation of Jules Verne's sensational and world-read melodrama. Of the players, the one which impressed me most forcibly was Marfa Strogoff, mother of Michael. Ivan Moskine as Michael, did a fine bit of work. Great I would call it. Where did they find such a group of artists? I must not overlook the scenes in which the Russian Bear played his part, the train journey to Irkutsk, the ferry, the fete at Moscow in the Palace of the Czar, the gallop through the Ural pass in the drosky. If your audiences like strong, raw meat, give them "Michael Strogoff." In summing it up I would call it, "a 'bloody' good picture."

—Ray Lewis, The Digest, Issue Mar. 26.

"MICHAEL STROGOFF"

"Michael Strogoff" 'at the Regent is the biggest Russian picture ever shown here. It is worth as many "Volga Boatman" as there are rubles in a dollar. It is not only thrilling, sensational, emotional and full of colour, it is authentic and tremendously real. The plot is simple, very few main characters against shifting Tartaric mobs in direct continuous action and natural climax.

It concerns the adventure of Strogoff, emissary of the Czar from Petersburg to Irkutsk, involving a number of natural but tremendous adventures against the Tartars.

Strogoff's escapes are never merely stunts. The girl Nadia and his own mother at Omsk are the two benign features of a wild journey.

—Toronto Daily Star, Tuesday, March 22nd, 1927.

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HOW THAT BOY DOES *TRAVEL!!*

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MASTER SHOWMAN
PHIL. ROSEN
Gold Medallist of 1926

Here's a picture that will please and thrill every man, every woman, and every child in your ***crowds.*** They'll go away happy and full of enthusiasm.

Speedy action, delightful romance, rollicking fun---everything but tears. A spring tonic for the little old box-office. Call up and set it in today.

As usual with Greater F B O, the paper is great.

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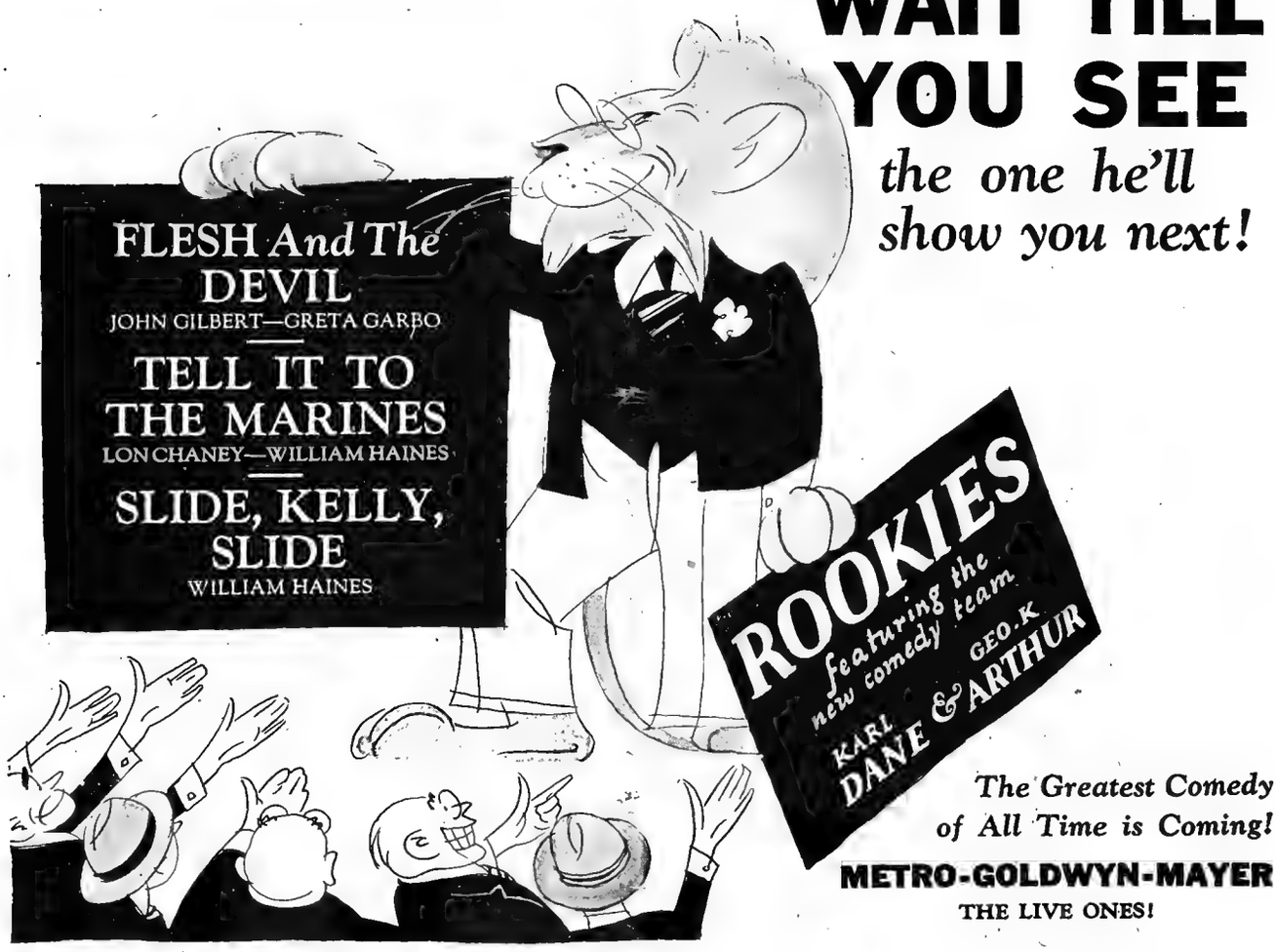
CANADIAN MOVING PICTURE DIGEST

Vol. 18, No. 49. TORONTO 2, CANADA April 9th, 1927



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THE LIVE ONES!

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APRIL, 1927

(a date you'll long remember)

marks the release of

ROOKIES

and the introduction of

KARL DANE

AND

GEORGE K. ARTHUR

KARL DANE

GEO. K ARTHU

The Greatest Comedy Team Ever Known in the Biggest Comedy of our Times!

"ROOKIES" follows closely on the heels of "FLESH AND THE DEVIL", "TELL IT TO THE MARINES", "SLIDE, KELLY, SLIDE" hits! hits! hits! from

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Feature Pictures

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The Glorious and
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The Old Contemptibles

"Easily the most impressive and the greatest picture the Old Country has produced." — *Toronto Evening Telegram.*

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RAY LEWIS
Editor and Managing Director
GEORGE C. WILLIAMS
President

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Vol. 18, No. 49. TORONTO, CANADA April 9th, 1927

"Gentlemen of the Jury"

THE scene—The Supreme Court of the U. S. Producers and Distributors.

Presiding Judge—Nicholas Schenck.

Visiting Judge—Will Hays.

Witnesses for The Defence—Sales Managers and Salesmen.

The Charge—Against The Trade Press, that Motion Picture Advertising be reduced since Economy must be consistent.

Council for The Defence—Ray Lewis.

Prosecuting Attorney — Banking Interests.

Gentlemen of the Jury—Famous Players, Metro-Goldwyn-Mayer, Associated First National, Universal, Fox, F. B. O., Warner, Pathe, Educational, United Artists, Columbia, Tiffany, Cosmopolitan, Chadwick, etc.

RAY LEWIS

The Prosecuting Attorney has presented the necessity for economy in the Motion Picture Industry.

A list of various expenses has been surveyed by the New Financial Blood, recruited from Banking Interests; and the Blue Pencil of Economy has been slashed through all expenditures, including Motion Picture Trade Advertising.

Sentence has already been passed, the judgment being to the effect that Trade Paper Advertising be decreased about fifty per cent. The Trade Papers have appealed; and the Council for The Defence is just summing up the case.

"Gentlemen of the Jury, you producers and distributors of motion pictures, you have heard the various arguments against Motion Picture Trade advertising to the effect that since theatres are coming under a centralized control it is not necessary to advertise product to sell to the exhibitor.

That the First Runs, which are controlled, do the selling to the Independents, or affiliated territories. That the advertising expenditures should be directed in selling the picture to the public.

You have heard our learned friend, the honorable Prosecuting Attorney state that most Trade Papers repeat each other in news, and that they are simply institutions for the procuring of advertising.

You have heard our learned friend state, that reviews have no value, the exhibitor knows that they are inspired by advertising, and yet every distributor advertises every good review he receives and nearly expires when his product gets a poor one.

Gentlemen of the Jury, you have heard that this first servant of the Industry, The Trade Press was utilized before distribution was so efficient, before Radio was theatre-trained, before exhibitors were showmen, before the Trade was organized in any of its units.

You have heard that the Motion Picture Trade Press was the only press who was interested in publishing Motion Picture News.

You have heard that the Trade Press trained exhibitors to be showmen, trained publicity and advertising managers how to advertise, trained directors how to select material by way of story and players; and how to make pictures.

You have heard that the Motion Picture Trade Press trained sales managers how to handle their salesmen, and salesmen how to handle their customers, the exhibitors.

You have heard how the Motion Picture Trade Press trained exhibitors to regard the other component parts of themselves, the distributors and producers; and how they established harmony throughout the Industry and "square dealing" through the power of the pen.

Gentlemen of the Jury, you have heard how The Trade Press trained the press of the world to understand and consider the Industry of Motion Pictures.

How the Trade Press presented showmen to each other, presidents, and other officials, how their high-spots of service were marked and stressed so that in the turmoil of vast enterprises no truly executive co-operation should pass unnoticed.

You have heard how the Trade Press brought fame and position to little showmen, promoting executives to responsible positions, by persistently plugging their worth-while attributes to the "powers" within the industry.

You have heard that the Trade Press has inspired and is being utilized to rally the Industry into any co-operative action necessary for the good of the Industry.

You have heard that the Trade Press has inspired the presentation of a Fan, or Public Press; and that the Trade Press of our Industry is the one reliable and dependable Safety-Valve for the Industry of Motion Pictures, should all other publications refuse to give it a published hearing.

You have heard the witnesses for the Trade Press state that through the service of presentation which the Trade Press renders to the sales department, the sales manager saves valuable time and energy for the handling

(Continued on Page 6)

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"GENTLEMEN OF THE JURY"

(Continued from Page 5)

of other problems, executive conferences; and is not obliged to acquaint salesmen with the product of his company, its selling angles and quality. The Trade Press has taken care of these essentials.

You have heard the witnesses for the Trade Press, the salesmen, state that they can cover twice as much territory because of Trade advertising, for their product is already sold to exhibitors before they arrive on the scene; and all they have to do is arrange terms.

May I return to the question again of "controlled territories."

My learned friend forgets in arguing this point, that after the picture is sold to the "controlled" house, it is still necessary for the resident manager of this theatre to sell the picture to his public; and it is The Trade Press which gives this manager the necessary uncontrolled inspiration, and selling arguments to put his company's product across.

What my learned friend forgets also is that exhibitors have been trained to read Trade Press reports, and that some papers have built up a reputation for being in the nature of showmen themselves; and that the exhibitors depend upon what these papers have to say. Incidentally there will never come a time when there will not be an Independent field of theatres to sell to.

Our learned friend may also have overlooked the power of the Trade Press in relationship to the foreign market. There is still competition in this territory, an uncontrolled press, and home production, in which various issues the Trade Press of our Industry plays a most important part.

Considering all these values, Gentlemen of the Jury, you who have experienced the personal services of the Trade Press, I leave to your discretion a judgment concerning the future of this most valuable and least appreciated service unit in our Industry.

I could enumerate a list of special pictures made marketable by the Trade Press, from which finance, the distributing organizations have built themselves up.

I could name you names made famous in our Industry through Trade Press presentation.

I will rest my case with the citation of one particular case.

The "Roxy" Theatre is reported to have been sold to William Fox for ten million dollars. What made the "Roxy" Theatre possible? Who presented "Roxy" to the Industry so that he could get the finance for a theatre; and having built it, sell it to one of the most outstanding figures in our Industry at the price he did, plus his services?

Gentlemen of the Jury, if the Trade Press had not presented "Roxy's" value as a showman to the Powers Behind the Throne, "Roxy," despite his showmanship qualifications, would never have had his chance. Trade Press boosting for "Roxy" sold him sufficiently to The Industry to give him his head; and influenced the writers of the press generally to carry on his presentation to the public."

The Jury retires for thirty minutes and comes in with a verdict, "that the Trade Press shall be recognized as the most valuable servant of the Industry of Motion Pictures, and be given every opportunity to progress and prosper. There shall be no 'cut' in the advertising appropriation."

Ray Lewis

SHORT TALKS
ON
SHORT FEATURES

The Winning Combination

Advertising will not put over mediocre pictures any more than it will put over a poor cake of soap or a poor can of soup. The first requisite for a successful advertising campaign is a qualified product. But every retail dealer in the land knows that a product of real merit, backed up by extensive advertising, is his best seller. And this is just as true of motion pictures as of anything else.

Highest merit, supported by service and advertising, makes *Educational Pictures* your "best sellers" among short features. They have long been recognized as the dominant quality leaders in their field. And they were the first short features to be advertised nationally to your patrons—in fact, the only short features that have had consistent magazine advertising.

Educational Pictures have been making new friends and extra profit for a steady increasing number of exhibitors for seven years—there are 13,000 theatres showing them now. And they are the short features you can depend on most confidently for continued quality, service, advertising support and box-office profit, next season.

E. W. Hammons
President

EDUCATIONAL
FILM EXCHANGES, Inc.

Educational Pictures
THE SPICE OF THE PROGRAM

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'Ask Me Another'

1. What is the biggest profit-making picture on the market today?
2. What is the greatest comedy team in pictures and what is their biggest success?
3. What picture is now being made at a cost of one million dollars and who is the star?
4. Who is the most beautiful girl on the screen and what is her latest picture?
5. What million dollar special production is now breaking records in American cities?
6. Who is the female star voted by exhibitors as the biggest box office draw?
7. What company's program was the acknowledged life-saver for thousands of exhibitors last year?
8. What company's program is the chief entertainment of prosperous exhibitors every week of the year?

Answers will be found on back of this page.

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Answers of Questions

on Preceeding Page

1. "McFadden's Flats"
2. Charlie Murray and Chester Conklin in "McFadden's Flats."
3. "The Patent Leather Kid" with Richard Barthelmess.
4. Billie Dove, "An Affair of the Follies."
5. Robert Kane's "Convoy"
6. Colleen Moore.
7. First National.
8. First National.

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Ray Presents

PREMIER MACKENZIE KING'S request to the Famous Players that it change the name of Thomas Meighan's picture, "The Canadian," to "The Canadian Pioneer," has met with the approval of the producing company.

* * *

"What's in a name?" Shakespeare asks thru Juliet, who advises that "A rose by any other name would smell as sweet," It was a good argument for Juliet since the name of Romeo Montague, represented the family name of an enemy.

* * *

BUT the public has learned to associate ideas with names; and perhaps there is more in a name than is apparent on the surface. Premier King thought that since "The Canadian" dealt particularly with a pioneering phase in Canadian life, its distribution throughout the British Isles might prove misleading as "The Canadian."

* * *

And yet some producing companies in the United States still believe that the business of doing business in Canada and in other foreign countries can be handled from a New York office.

* * *

THE proposed new Alberta Theatre Bill gives the authority to the Lieutenant-Governr in council to make regulations of a general character respecting the operations of theatres, moving pictures and film exchanges.

* * *

UNDER this heading there are proposals concerning advertising and the classification of pictures as "family" and "children" pictures.

* * *

The suggestion to label pictures as "family" is a dangerous bit of legislation as far as our Industry is concerned; and we might as well be legislated into placing "poison" on the other pictures which are not "approved as family" for they will be treated as "poisonous" by every reformer who has a little time hanging on his or her hands.

* * *

IT MAY be of importance to note that we might as well affix "poison" to the other pictures which are approved and marked as "family" also, for the public will avoid them as "poisonous" also, as far as any anticipaton for adult entertainment is concerned.

* * *

IF LEGISLATION has to take the place of Ethics in our civilization, if legislation has to take the place of parental guidance and control, it looks as if the present parenthood has admitted its incompetence to guide or control its children.

* * *

MAY we suggest that the Industry of Motion Pictures be not specially marked for this legislation, but that all other industries and arts, all books, songs, music, everything in the world of Industry, Commerce, Trade, Literature, Art, all product marketable, be immediately subjected to a legislative measure whereby a selected portion of all of these is stamped "For Family Use."

* * *

"The White List" looks as if someone "put something over." And yet they say "The Weaker Sex."

* * *

DAVID MENDOZA, Conductor of the Capitol Theatre, New York, is introducing a two weeks' course of motion picture scoring, from July 5th to the 20th. Ten classes at a fee of $100.00.

* * *

The course will be given at The Cleveland Institute of Music. The announcement appeared on the bulletin board of the Toronto Conservatory of Music and mentioned the names of the big pictures, mostly Metro-Goldwyn-Mayer productions for which Mendoza did the scoring.

* * *

I LIKED the look of the announcement at an academic school of music. Anything that gives the Industry an academic standing, or presentation, is a move for the general good of the Industry.

* * *

"THE OTTAWA JOURNAL" has been presenting a series of motion picture articles by Raymond S. Peck. The articles have been given considerable space; and they contain most interesting as well as worthwhile information.

* * *

They show that Canada's part in the Industry of Motion Pictures is considerable; and that the internationalism of motion pictures in the studios in the United States is really being earnestly attempted, Mr. Peck having just returned from Hollywood.

Halifax Government Proposes New Taxation

Amusement Taxation on Higher-Priced Seats to be Considered

The city of Halifax is considering the proposal of a new scale of taxation on theatre tickets. The amendments will abolish the tax on all tickets up to and including ten cents. Taxation on tickets of fifty cents or over will be increased on the basis of one cent for each ten cents or fraction thereof. A maximum tax of twenty-five cents will be established. The twenty-five cent ticket and the thirty-five cent tickets will keep their present taxation schedule.

Representation from theatre owners of Halifax is said to have induced the proposed changes, the theatre owners are said to have protested against the taxation on the smaller admission prices, while the higher priced tickets were not taxed in equal proportion.

All tickets which cost less than twenty-four cents are at present taxed at the rate of two cents per ticket. On tickets of twenty-five cents to thirty-four cents, there is a tax of three cents, from thirty-five to forty-four cents, a tax of four cents, and tickets of forty-five cents and over are taxed five cents. Tickets of $1.00 are taxed five per cent, $2.50 taxation of two percent, and $5.00 tickets are taxed one per cent.

Several weeks ago the theatre owners and members of the Nova Scotia Board of Censors had a joint conference and discussed the taxation angle. The new scale may be adjusted as follows: Over ten to twenty-four cents, a tax of two cents; from twenty-five to thirty-four cents, a tax of three cents; from thirty-five to forty-four cents, a tax of four cents; and from forty-five to fifty cents, a tax of five cents; over fifty cents a tax of one cent shall be charged for each ten cents or fraction thereof with a maximum tax of twenty-five cents.

Other amendments to the "Theatres, Cinematographs and Amusements Act" may be introduced.

PREMIER TASCHEREAU ANNOUNCES JUSTICE BOYER COMMISSION

Premire Taschereau announced the appointment of Justice Boyer of the Superior Court, to preside over the Royal Commission which will investigate the Laurier Palace disaster and motion picture theatre matters generally. The last clause is particularly of motion picture importance.

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The
A Paramount Picture
"Cl
G
GUARANTEED TO EXPAND & BRE
ALL BOX OFFICE RECORD

Go gle

Long Run Surprise Special

STARRING

LARA BOW The "IT" Girl

and ESTHER RALSTON in

dren of Divorce"

for Extended Runs at Raised Admissions NOW!

Fresh from her triumph in "IT" comes Clara Bow. Co-starring with Esther Ralston, hit of "Old Ironsides." In a lavish picturization of 1927's most sensational novel—A drama of the reckless, restless jazz orphans of to-day.

The Stars. CLARA BOW and ESTHER RALSTON, supported by a great all-star cast of favorites including Gary Cooper, Paramount's big new western bet.

The Director. Frank Lloyd, famous for "The Sea Hawk" and other successes.

The Story. Running now in Red Book Magazine, with its over a million readers. Coming in a few weeks as a $2 novel and bound to sweep the country! By Owen Johnson, author of "The Enemy Sex," "Stover at Yale," "The 61st Second" and many others.

The Punch! After wealthy parents are divorced—what about the children? Sophisticated at sixteen—too rich, too young, too beautiful. Clara Bow as the thrill-thirsty jazz orphan. Stealing the sweetheart of Esther Ralston, her safety valve pal. TRY THAT ON YOUR BOX OFFICE!

Don't Delay! Book Today!

From Your Nearest

PARAMOUNT EXCHANGE

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TORONTO THEATRES

PRINCESS — "Ben Hur," with Ramon Novarro and May McAvoy —Metro-Goldwyn-Mayer. Class A plus. Still playing to big business, and drawing a patronage which sees the picture not once, but twice. Ramon Navarro, Francis X. Bushman and other principals are particularly adapted to their parts.

REGENT—"Michael Strogoff," with Ivan Moskine — Universal. In its third week and drawing a class of patronage recruited from all classes. The kind of picture which creates talk and that is the best kind of a stimulus for the box-office. If exhibitors want a real "thriller" here it is.

UPTOWN — "Children of Divorce," with Clara Bow, Esther Ralston, Gary Cooper and Einar Hanson—Paramount. Class B plus. The combination of Clara Bow and Esther Ralston is not to either star's advantage. Not that Clara has lost any of her "it" qualifications, but why place her in competition with such an extremely good-looking girl as Esther Ralston? Clara has made her way by always looking ready and "cute" enough to hug. The demands on her ability are that she should be "peppy," radiant. As for emotion, Clara has not been expected to be dramatic, and this sudden forcing of her into dramatics is as unwise as it is impossible. Esther Ralston is "older" in the game and more easily rises to emotional heights. Clara's vivacity makes Esther Ralston's magnetism less magnetic. Clara has the most appealing body physically, while Miss Ralston certainly looks "better class." The fact that one is given a chance to make such comparisons is not good showmanship in the presentation of either of these women. Both, however, looked good and their work was admirable. Certain flashes of Clara in her trailing robes reminded me of Gloria Swanson; and if this is the big idea in connection with Clara Bow, I think it can be done, but why throw away such an excellent box-office bet. Clara as a flapper is the present Idol of Flapperdom, she is good for two more seasons in this particular style and young enough to wait until then to be presented "grown up." In the meantime her powers as an actress will also grow up. The story deals with three children of divorced American parents, who have been reared in a convent. Kitty (Clara Bow) is fiery, Jean (Esther Ralston) is maternal, while Ted Larabee (Gary Cooper) is the boy with a longing to be an engineer and a desire to marry Jean. Prince Vico (Einar Hanson) is in search of a rich American bride, other nationalities acceptable, providing the wedding bells ring dollars. Kitty loves the Duke and Jean loves Ted, the latter happens to be wealthy, the former in need of funds. As the story develops "Kitty" steals Ted from Jean, for "Kitty" is not a Kosher Kitty Kelly, she is after the "Doughsky," and married Ted at a "wild party" at which Ted got too wild to know that he was being married. Now comes the tragedy Jean meets the Prince abroad, Kitty has a baby, the four principals in this story again meet in Paris, where Kitty decides that she cannot live without the Prince, who happens to have arranged to marry Jean. Poor Kitty has to eliminate herself by taking poison. The principals all do excellent work. The picture is most elegantly dressed and presented. A little less of the preachment redivorce in the titles would help the picture.

LOEW'S — "The Understanding Heart," with Joan Crawford — Metro-Goldwyn-Mayer. Class B plus. The story by Peter B. Kyne has received a fine adaptation. Jack Conway directed to build up his interest until the forest fire scene makes the spectacular climax of a very worth-while picture abounding in comedy, thrills and love interest. The story is centralized around the shooting of a city chap by a forest fire ranger. This city fellow happens to have won the affection of Kelsey (Carmel Myers) who is the sister-in-law of Monica Dale (Joan Crawford). The shooting was in self-defence, Bob Mason (Rockcliffe Fellows) who did the killing, is in love with Monica. He is arrested for the murder of the city chap, escapes, and is concealed by Monica in her home at "Bogus Point." A new fire-ranger, Tony (Francis X. Bushman, Jr.) appears on the scene and also is attracted by the charms of Monica. During a visit of Tony, Monica introduces Bob as her brother, but Tony discovers he is wanted for the murder of the city chap and is not Monica's brother. The sheriff and his bootlegging friend, who furnish the comedy-relief, decide to get Bob and conceal him at the "still." A forest fire upsets the plans arranged. Kelsey and her baby are rescued by Bob, and Kelsey then tells Monica that she concealed the gun the city chap had used in his battle with Bob and that Bob shot in self-defence. An aeroplane effects a thrilling rescue of those entrapped in the forest fire, who have no other avenue of escape. Tony gets Monica and Bob is the fellow with "The Understanding Heart" who loves Monica well enough to realize that she loves Tony. Joan Crawford makes a fine heroine, Carmel Myers as the unfaithful wife, looks real "vampish" in a blonde wig and does good work. Rockliffe Fellows is excellent; Bushman, Jr., also contributes his portion to the success of the feature. Richard Carle and Harvey Clarke, as the sheriff and bootlegger, were spontaneously funny.

TIVOLI — "Three Hours," with Corinne Griffith — First National. Class B plus. Corinne looks as beautiful as ever; and her work continually grows artistically, particularly in her power of portraying intense emotion with restraint. The picture is melodramatic but effective and beautifully presented. This picture also is creating discussion, some strongly for it, some "agin" it, but make 'em talk, that's what counts. The fellow who has not been there, hearing the discussion, goes to see the picture so that he can give his personal opinion on the subject; and so the endless chain of patronage is built up. The big scene for Corinne is her visit to her former husband's domicile, ostensibly to celebrate with her child the birthday which has been the inspiration of the mother and child reunion. But the husband, who has divorced his wife, retaining the custody of the child, has a "sweet tooth" for revenge over a fancied grievance, and planned this re-union so that he could show the mother her dead child laid out in its coffin with funeral candles at its head, in place of the birthday-cake candles. Of course all the women in the audience weep, and call the husband " a dirty dog, etc., etc." It so happens that the wife has been pau-

(Continued on Page 13)

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TORONTO THEATRES

(Continued from Page 12)

perized since the divorce episode; and steals a wallet from a young millionaire, who is going to hand her over to the police. The wife asks for "Three Hours" of freedom and uses the money to "doll up" so that her child can see her mother dressed as she formerly saw her. Needless to explain, the millionaire who accompanied the ex-wife agrees with the audience in feeling sorry for the woman; and when he whispers that she needs someone to look after her, all the flappers whisper out loud, "I hope it will be you." Hobart Bosworth as the jealous millionaire husband, who divorces the mother of his child does some effective work, John Bowers, as the good Samaritan, handles the part quietly, without fireworks, in a manner which registers.

PANTAGES—"Blonde or Brunette," with Adolphe Menjou, Greta Nissen and Arlette Marchal — Paramount. Class B plus. Adolphe Menjou has a real Menjou part in a farcical setting which Richard Rosson, as director, spun along lightly and merrily. Menjou, a wealthy bachelor, is loved by a brunette, not one, but our story centralizes around one particular one from whose charm the bachelor escapes to Paris. In this city of virgins, our bachelor hero meets a blonde, also of virginal qualifications, who neither drinks, smokes, nor has a love for Jazz Nights. Greta Nissen is this fascinating blonde, who leads Menjou to the altar. The blonde meets the "wily brunette," Arlette Marchal, and is taught all the brunette knew plus some new knowledge of a more recent date. Menjou is shocked into divorcing his blonde, jazzy wife and is landed by the brunette. He finds himself just as badly off, but Mary Carr, who is the wise little "Granny," manages to prevent another divorce. This is essentially wise-town stuff, for wise audiences who will enjoy the discovery that between blondes and brunettes the difference is divided by (the colour of) a hair. Cast excellent.

Neighborhood Theatres

PALACE — "Winning of Barbara Worth," with Ronald Coleman and Vilma Banky — United Artists. Class B. Leads excellent, an interesting feature. Vilma is always a treat, Coleman does good work, the picture has some especially fine photographic vistas; and a flood for its spectacular climax. "Don Juan," with John Barrymore — Warner. Class A. A marvellously beautiful production, with America's outstanding player, leading an excellent supporting cast. Georgeous scenes, exquisite gowns, beautiful women, three features in one. What more could be given?

ST. CLAIR — "Fighting Love," with Jetta Goudal — Regal. Class B. Jetta does some fine work and the picture registers. "The Taxi Dancer," with Joan Crawford—Metro-Goldwyn-Mayer. Class B. Snappy entertainment.

COLLEGE — "Kosher Kitty Kelly," with Viola Dana — F. B. O. Class B plus. A hilarious comedy that is a sure box-office hit.

BEACH — "Winning of Barbara Worth," with Ronald Coleman and Vilma Banky — United Artists. "Paradise For Two," with Richard Dix and Betty Bronson — Paramount. Class B. A pleasing bit of entertainment, leads at their best. Good audience stuff.

CAPITOL — "Tell It To The Marines," with Lon Chaney, Eleanor Boardman and William Haines — Metro-Goldwyn-Mayer. Class A. After witnessing various stars in various features we can safely say that this combination, is hard to beat. Chaney does big work, William Haines, as the fresh marine, is a "wonder," and Eleanor Boardman acts as well as she looks, which is a large order.

BELSIZE — "Tell It To The Marines," with Lon Chaney — Metro-Goldwyn-Mayer. "Winners of the Wilderness," with Tim McCoy — Metro-Goldwyn-Mayer. Class B plus. A picture that is particularly good and quite different. Real entertainment.

ALHAMBRA — "An Affair of the Follies," with Billie Dove and Lewis Stone and Lloyd Hughes — First National. Class B. A peep into the life of a Follies girl, and the joys and heart-aches that go with it. Billie Dove is a "beaut," Stone is his usual good self. "The Man of the Forest," with Jack Holt — Paramount. Class B. Holt always gives a conscientious and sincere performance. The story is entertaining.

PARKDALE — "The Cheerful Fraud," with Reginald Denny — Universal. Class B plus an English story in an English setting. "Don Juan," with John Barrymore — Warner.

OAKWOOD — "Tell It To The Marines," with Lon Chaney — Metro-Goldwyn-Mayer.

WINDSOR TO GET A NEW THEATRE

Plans For Modern $40,000 Theatre Approved

Windsor, Ont., is to have a new $40,000 modern theatre at the corner of Josephine and London Streets. The plans have been approved and the theatre will be completed within four months.

The theatre will be built by Morris Harris, a native contractor and will be managed by Max Allen, who was formerly connected with the Palace Theatre of that city. Seating capacity will be 499. Windsor is particularly alive in its building activities at present.

P. A. McFarlane, President of the Bell Telephone Co. of Montreal, announced plans for a $60,000 supply stores building and modern garage. Mr. McFarlane, in an interview with the Windsor Star, expects Windsor, which has a population of 64,000, to double its number and that his company was scheduling Windsor in the "Metropolitan category."

CANADIANS MAKING PICTURE "POLICING THE PLAINS"

Vancouverites are in the final scenes of a most ambitious motion picture production effort, "Policing The Plains," from the book of the same name by Rev. R. G. McBeth.

The story deals with a history of the Mounted Police. The production is said to have already cost $100,000, and is reported as the most ambitious effort yet attempted at Canadian production. It is four years since work on the picture began.

Jack Boyd, cariboo cattle man plays the lead and it is on his ranch most of the action takes place. Miss Lougheed, a Calgary society celebrity plays the heroine.

The Ontario Government laboratories will complete the final studio work when the last shots have been taken. Distribution may take place in June.

TRAVELOGUES AT HOME RIVAL RADIO

Mrs. George Routledge presented a travelogue in motion picture form to her guests in Toronto, covering a recent trip to South America and South Africa. A little movie machine photographed the trip, the films were cut and the continuity arranged into an interesting travelogue.

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QUEBEC CENSORS MAKE HESTER PRYNNE WIDOW

"The Scarlet Letter," Metro-Goldwyn-Mayer's outstanding production of Nathaniel Hawthorne's world-read novel, happens to have a Hester Prynne, who happened to have a baby girl, for which the puritanical censors of that day presented her with "The Scarlet Letter."

The Censor Board of the Province of Quebec made Hester, a widow in order to legitimatize her baby, so now the Quebec theatre public think that Hester had to wear "The Scarlet Letter" because her little bird sang on Sunday.

BRITISH "MONS" PROVES SPRING TONIC EVERYWHERE

"Mons," Regal's British Feature, is proving a Spring box-office tonic everywhere, making exhibitors feel so happy about their receipts that they are ready to buy "a flock of similarly good Britishers."

Reports from every town and city in which "Mons" has played are to the effect that packed business is in order.

C. C. PETTIJOHN SAILS FOR EUROPE

C. C. (Arbitration) Pettijohn sailed for Europe on the Berengaria, Tuesday, April 5th, to be gone about one month. Mr. Pettijohn, who is the legal counsel of the Hays organization, states that his European visit is in the nature of a holiday. But then Pettijohn is of that kind which always calls a "big job" a holiday.

JOSEPH SCHENCK PRESIDENT OF UNITED ARTISTS

Joseph M. Schenck was unanimously elected president of the United Artists Corporation, by the shareholders of the corporation.

Al Lichtman, general manager of distribution in the United States and Canada, was elected vice-president.

M-G-M BUY "MLLE FROM ARMENTIERS"

"Mlle. Armentiers," the British feature, has been purchased by Metro-Goldwyn-Mayer. It was made in England for Gaumont by Arthur Lee.

Release in Canada will probably be arranged shortly, and if the rumours in connection with this feature are even discredited 25 per cent, it looks like another big British Winner for Canada.

Last Minute News

Max Reinhardt, master producer of the dramatic returned to Berlin from California, and has plans in view for the erection of the "perfect" theatre on the shores of Leopold Lake in Austria. This theatre will not be open to the public but used as a trial theatre for the presentation of new productions and for private exhibitions. Reinhardt intends building two theatres in Berlin housed within one building, the seating capacity 2,000 and 700.

The Alhambra, Bloor St., Toronto, is presenting double features and one act of vaudeville.

Sam Stapleton charged with holding up Rialto Theatre, Park Ave., Montreal, on January 24th, getting away with $400.00, pleaded guilty in the Court of Sessions before Judge Cusson. Stapleton was a former employee of the United Amusements which operated Rialto, and his employers gave him a "good character." Drink is said to have inspired the hold-up in which the robbers did a real Robin Hood stunt. The manager's wife was told to be seated while the robbers proceeded to the work on hand. Leo Tipson charged with same offense as Sam Stapleton, pleaded not guilty. Stapleton got six years.

Premier Brownlee, of Alberta, is reported as having stated he will withhold official approval of pictures "containing slushy love scenes, suggestiveness and appeals to lower emotions in any form or nature."

Most financiers and commercial types of men would consider a Shelley or Keats love sonnet "slushy," but Shelley and Keats have added a glorious lustre to English literature and "calf love" has been mostly responsible for the world's population.

Delegation of theatre owners appeal against "Family Approval" Alberta Bill. George B. O'Connor, K.C., represented the Industry and stated "We don't want to be compelled to advertise people away from the theatres."

A few more bills of this kind in Canada, and exhibitors needs not worry about the Industry, it will be "a silent drama" in more ways than it is at present. Incidentally plenty of Canadians formerly employed or associated with the Industry here will be looking for jobs across the line.

Mr. White, pioneer London exhibitor, in fact the first exhibitor of London, whose theatre opened in 1906, recently passed away.

Victoria, Australia, legislation which goes into effect July 1st, will bar children under 16 from attending 50 per cent of films shown unless the quality improves, it is reported.

The new legislation provides for the presentation of British pictures to outnumber 100 per cent the American-made features shown. It also provides for Australian production by stipulating that 50 per cent of the British films shown shall be made in Australia.

Amendments British Quota Possibly Accepted

The amendments to the British Quota bill which is still in a Parliamentary stage of being made legislative, have been accepted as suggested by the committee of the Cinematograph Exhibitors' and Kinematograph Renters' Society.

The amendments involve the blind and block system, which was to be outlegislated in March of this year. The new date for the beginning of the end is 1928; and the expiration will be effected gradually, a sliding scale introduced, with two months of a period to elapse between each gradation.

Another amendment prohibits the sale, pooling or transfer of quota by theatre owners or distributors.

"BEAU GESTE" HIT

"Beau Geste," which has been enjoying a run at the Prince Edward Theatre, Sydney, Australia, is reported to be still drawing overflow houses.

Ray Presents

(Continued from Page 9)

THE Industry cannot help but appreciate the splendid co-operation "The Ottawa Journal" has extended in presenting these articles, which are an excellent presentation of the Industry; and also of Canada.

* * *

If the press generally would devote the motion picture space it has available, in constructive co-operation as exemplified by "The Ottawa Journal," the public would get a truer picture of the Industry of Motion Pictures; besides the enjoyment of reading "live news" of an Industry which has become so much a part of the life of our nation, and all nations.

* * *

A GREAT DEAL of adverse criticism has been directed towards our Industry through the seeking for "sensationalism" in motion picture news which some newspapers and periodicals indulge in, finding "no space available" for the substantial values with which this Industry of ours is permeated.

* * *

It therefore gives The Canadian Moving Picture Digest great pleasure to be among those who congratulate "The Ottawa Journal" for their motion picture vision.

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Ralph Ince Signs Five Year Contract

F.B.O. Get One of Best Known Directors

Outbidding three of the largest companies in the industry who have been watching his work closely and angling for his services, Joseph P. Kennedy, president of Film Booking Offices, announced that Ralph Ince, one of the best known directors in the industry, this week affixed his signature to a five year contract with F. B. O.

Ince has been responsible for some of the biggest box office successes that have emanated from the F. B. O. studios. His "Moulders of Men" which was given its world premiere a few weeks ago at the Elks Lodge, Santa Monica, was pronounced by both critics and audience one of the finest productions of the year.

He is now at work on "Not For Publication," a newspaper story, in which he plays the lead, and directs. With a company of sixty players, he is on location in the mountain country of California, shooting some of the most thrilling sequences of the film.

Some of Ince's best known pictures are "Bigger Than Barnum's," an F. B. O. Gold Bond production; "The Lone Wolf's Return," "The Better Way," "Breed of the Sea," "The Sea Wolf," "Playing With Souls," "Smooth as Satin," "Alias Mary Flynn," "Lady Robinhood," "The Moral Sinner," "Dynamite Smith," "The Uninvited Guest," "The Chorus Lady," "The House of Youth," "Success," "Counterfeit Love," "Homeward Bound," "Tropical Love," "Reckless Youth," "Channing of the Northwest," "A Wide Open Town," and "The Referee."

Ince is a brother of Thomas H. Ince, who died two years ago, and of John Ince, also a director.

E. H. TEEL, MANAGER FIRST NATIONAL, CALGARY

R. S. Bell, Canadian District Manager for First National has announced the re-appointment of E. H. Teel as Branch Manager at Calgary for First National. Eddie is one of the pioneers in the film field, having started when Metro distribution in Canada was taken over by Regal. His connection with First National extends over a term of several years during which time he saw service out of the Saint John, Montreal, Toronto and Calgary offices. Exhibitors in the Albertan territory will welcome Eddie back for, during the year that he had charge of the Calgary branch he made many friends throughout the territory. Mr. Teel assumed the management of the office this week taking over the duties from H. T. Long, resigned.

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JAKE WELLS' DEATH GRIEVES MANY FRIENDS

The death of Jake Wells, reported as "suicidal" came as a great shock to his many friends, who have always looked upon Jake Wells as being particularly blessed with the "joy of living."

The writer remembers him when the Jake Wells' Circuit South played the best attractions, Road Shows which brought the finest stars to his theatres. The writer remembers Jake Wells when the writer was just looking towards the horizon, where Show Business presented a rainbow of Alluring Colours; and Jake Wells gave the writer some sound ideas "concerning the great game of entertainment." It is with the greatest regret that I record the departure along that "one way road" of one of the most picturesque as well as veteran showman of our Industry.—(Editor)

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"CONVOY" SHATTERS RECORDS IN KANE'S FILM EPIC OF NAVY

"Convoy," Robert T. Kane's epic of the Navy, steamed into Hartford, Conn., for its first public engagement shattered all existing records at the Strand Theatre.

Following the manifestation of extraordinary public interest in the first great screen delineation of the Allied Navies in action during the War, an overflow audience of a thousand was turned from the doors of the local house at the initial performance and a crowd of two thousand stood in line in a pouring rain waiting for a chance to see the second performance.

Prior to its showing in Hartford, "Convoy" was shown for censorship and officially approved by Secretary Wilbur and ranking officers of the Navy Department in Washington, D.C. The production was acclaimed as the most authentic war picture yet filmed. The bulk of the war sequences are actual film records taken by the Allies and Central governments during the World conflict and lent to Kane for insertion in the epic production.

Dorothy Mackaill, Lowell Sherman, Ian Keith, Buster Collier and Lawrence Gray head the cast.

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Ray Peck Addresses Canadian Club

Britain Tenth Rate Power in Motion Pictures

Following his return from a six-weeks' stay in the moving picture centres of California, Raymond S. Peck, director of the Canadian Government Motion Picture Studio at Ottawa, Ontario, gave an address before the Canadian Club in the Chateau Laurier, Ottawa, April 2.

Declaring that the old slogan of "Trade follows the Flag" has been changed to "Trade follows the Film," Mr. Peck declared that the motion picture had become the International means of communication. Films had become so important that they had been a subject of serious thought at the recent Imperial Conference in London but, at the present time, Great Britain had been relegated to the position of a tenth rate power as regards motion pictures.

Ten years ago the Canadian Government had realized the importance of the film and the Government laboratory was established at Ottawa. The aim of the Canadian Bureau was not to have its products accepted merely as government propaganda but as real live productions. They were now being shown throughout the civilized world.

The film studio at Ottawa during the past year, he announced, had involved a net cost to the Dominion of about $30,000. Last year the expenses of the bureau were $52,000 and the revenue received through rentals and distribution rights amounted to about $23,000. Mr. Peck believed that the cost was relatively very small in view of the enormous advantages gained. It was better to charge for the Government films, rather than to offer them free of cost because, under a free plan, there was a tendency to inquire what was wrong with the films or to regard them too cheaply. For the past eight years, the Federal film bureau had particularly co-operated with the Canadian National Railways, the Canadian Government railway system, one of the most extensive in the world.

In passing, Mr. Peck referred to the proposed quota plan in Great Britain and declared that its efficacy had yet to be proven. At the same time, United States film producers were being invited to Canada for the making of big pictures and Canada had much to offer in the way of scenery, facilities and co-operation.

Theatre Decoration

is next in importance to good pictures. You will get "bigger houses" if the public find in your Theatre that harmonious atmosphere of restfulness necessary for complete relaxation. Entrust the decoration of your Theatre to

J. O. DOUGALL

Theatre Decorating Specialist

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"PEACHES" MAY BE BARRED AS FORBIDDEN FRUIT

"Peaches," of Daddy, or Bunny fame, I am not up on this "darling repertoire" business, may be barred from theatres as Forbidden Fruit. At Boston, City Councillor Frederick Dowling introduced, according to "Variety," an order in the City Council asking that the license board bar Frances (Peaches) Browning if booked at a theatre in Boston.

If "Peaches" has theatrical charms why not let the girl make an honest living even if she had to leave Browning and the subsequent publicity. If, however, she has only "hidden charms," and is depending upon the publicity to put her over, why introduce "Forbidden Fruit" in a Kosher Motion Picture Industry?

TEMPLE BAILEY WITH F. B. O.

In keeping with their policy of lining up those authors with the greatest following among the reading public, an announcement is made by Joseph P. Kennedy, president of Film Booking Offices, that Temple Bailey, one of the most popular novelists living, has affixed her signature to a five year contract, by the terms of which F. B. O. acquires the rights to film every novel that comes from the pen for the next five years.

The first production to be filmed is "Wallflowers," which has been running as a serial in Good Housekeeping Magazine.

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BOX 14 — DIGEST

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Motion Picture White List Under Semi-Official Auspices

Canada Said to be First to Introduce White List.

A "White List" of motion pictures suitable for children has been published at Ottawa, the Canadian Capital, under semi-official auspices.

Canada is said to be the first country in the world to issue such a list and this first pamphlet contains more than 100 dramatic and comedy features, 15 selected programmes of combined features and short subjects, approved releases of the Canadian and Ontario Government motion picture studios, approved British productions available in Canada and, of course, a considerable list of selected films produced in the United States.

The "White List" was compiled with the active co-operation of the Provincial Governments in Canada and also with the aid of the Motion Picture Producers and Distributors Association of New York.

This compilation has been published by the Canadian Council on Child Welfare, Ottawa, and announcement has been made that this Council has arranged to co-operate with exhibitors of Canada in the conducting of special children's performances at approved theatres on Saturday mornings. The "White List" has been sent to every exhibitor in Canada and notification has also been given that the Council will provide official guardians of sufficient number for the safety of juvenile patrons at performances where pictures of the "White List" are presented. The Council will vouch for the suitability of such programmes; will look after the arrival and departure of the children for such shows and the exhibitor is allowed the commercial privilege of charging his usual admission prices for children, paying the film distributors the usual rental for pictures. The Council take nothing.

One of the leaders in the movement is Miss Charlotte Whitton of Ottawa, who was appointed chairman of the World Conference on Child Welfare at Geneva, Switzerland, by the Council of the League of Nations. At the last conference at Geneva many countries had official delegates in attendance.

The numerous films in the "White List," filling the 16-page pamphlet, were selected by a weeding-out process, in which all of the Provincial Boards of Moving Picture Censors in Canada made recommendations. The final list was then presented by the officials at the Canadian Capital to the Motion Picture Distributors and Exhibitors of Canada, of which Col. John A. Cooper of Toronto, is president, for approval.

In announcing the new venture, the Canadian Council declared that it held the belief that the motion picture is not necessarily an evil influence in the life of the child. The statement also read: "It believes that it is impossible to censor all pictures to the safety point of the child, as it is manifestly impossible to offer for their indiscriminate consumption all the best literature of a year, an author or an age."

For the approved children's performances, the Council representatives in various cities of the Dominion will provide sufficient adult guardians for the welfare of the children while in the theatres.

Announcement is made that a second "White List" will be issued from Ottawa on or about September 1, simultaneously with the return of children from summer vacations, the reopening of the schools and the formal opening of the theatre seasons. It will contain the names of current releases which have been recommended by the Censor Boards and approved by the Council and the Distributors Association.

F. B. O.'S "A REGULAR SCOUT" IN BROADWAY PALACE THEATRE

H. C. Cohen, manager of the Los Angeles exchange of Film Booking Offices, sold "A Regular Scout," an F. B. O. picture starring Fred Thomson to the Broadway Palace Theatre, Los Angeles, for a two week run. This is a record engagement for that theatre.

Wanted--Pianist

Moving Picture Pianist to play with drums and xylophones, six evenings and one matinee. Salary—$25.00 — Will pay part trip expense.

Write at once

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Canadian Soldiers In "The Patent Leather Kid"

Canada Gets a Chance to Display Her Part in War

The greatest battle scenes of the World War was staged this week at Camp Lewis, Washington. However, it was a bloodless affray, for the exciting action was all for Richard Barthelmess' special First National production, "The Patent Leather Kid." The entire garrison at the camp numbering two thousand men, augmented by the 7th Infantry from the Vancouver Barracks, the 4th Infantry from Fort Lawton and 600 civilians recruited through the Northwest in addition to 600 members of the reserve officers training corps from the University of Washington took part in the great battle scenes.

The appearance of the Canadian uniform in this big million dollar special is going to aid its popularity throughout Canada. It is perhaps the first picture involving the Great World War which gives prominence to the part that Canada played in the struggle.

70 tanks were used to give the picture thrilling realism. No-man's land was planted with dynamite and barbed wire entanglements were built for the occasion. These punches in the big picture were sensational to the last degree and it will be the greatest drama of the War that has come to the screen.

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Theatre in Toronto, centrally located. Reasonable rental on five year lease. Completely equipped. Owner leaving city.

BOX 7—DIGEST

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Round About the Studios

Billie Dove, First National's beautiful star, who scored a hit in "An Affair of The Follies."

Although Babe Ruth has left motion pictures and is now at the New York Yankees' training camp, getting into shape for the baseball season, he is still working for First National, under whose banner he appeared in "Babe Comes Home," with Anna Q. Nilsson. The Babe autographs an average of two dozen baseballs per day and ships them to the studio to distribute among friends and fellow-workers in Hollywood.

Bebe Daniels' first public appearance was made when she was ten weeks' old, when, as a mere babe she was carried in her father's arms in the role of an infant in the stage comedy "Jane." Bebe has managed to "carry on" all by herself since then.

Anna Q. Nilsson, Ethel Shannon and Louise Fazenda have "made good" as laundry girls. They were working on the clothes of citizens of South Los Angeles, and the uniforms of the baseball players at Wrigley Park, for scenes of "Babe Comes Home," which Wid Gunning is producing for First National with Babe Ruth and Anna Q. Nilsson in the featured roles.

In keeping with the spirit of its 'youth picture,' James Hall and Louise Brooks have been nominated by Paramount for the leading roles in "Rolled Stockings." Richard Rosson is scheduled to direct "Rolled Stockings."

Eddie Baker, who is most often seen in comedies as a villain, takes the role of an officious prison guard in "Jail Birdies," the Educational-Bobby Vernon Comedy starring the diminutive comedian.

"Children of Divorce," has an all-star cast. Clara Bow, Esther Ralston and Gary Cooper in the leading roles and Einar Hanson, Hedda Hopper, and Norman Trevor in the supporting cast.

Edna Marion has been chosen as leading lady for Neal Burns in the next Educational-Christie Comedy in which he will be featured. Jack Duffy and Bill Irving also will aid in the fun-making.

Little Frankie Darro has quite an important role in "Her Father Said No," a Greater F. B. O. release.

Vivacious Renee Adoree will next be seen "On Ze Boulevarde," for Metro-Goldwyn-Mayer.

George B. Seitz, responsible for "The Vanishing American" and "The Last Frontier" has been signed by President Joseph P. Kennedy to direct "The Great Mail Robbery" for F. B. O., one of the Gold Bond productions on the 1927-28 program.

Theodore Von Eltz has been engaged to play the leading role, while other prominent roles will be entrusted to the capable hands of Holmes Herbert, Jeanne Morgan, recently signed to a long term contract by F. B. O., DeWitt Jennings and Frank Nelson.

Peter Milne is at work on the story.

Hank Mann is back in war paint. The famous comedian has been comedy constructing on "The Patent Leather Kid," Richard Barthelmess' special for First National. He became so anxious to act that they assigned him to the role of a top sergeant and he did wonders with the part.

"The Yukon Trail" by William McLeod Raine, has gone into production at Universal City. Title has been changed to "The Eternal Silence."

Natli Barr, First National's importation from Russia, is now before the cameras in her first American screen feature. The noted Russian actress supports Milton Sills in "Diamonds in the Rough," which Ray Rockett is producing for First National Pictures with Charles Brabin directing.

The only Chinese cameraman in motion pictures is James Wong Howe at Paramount Famous Lasky studio. Some of his friends say he never turns the crank without sending up a dragon kite to insure fair weather.

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Rod La Rocque appearing in "The Cruise of Jasper B" for P. D. C.

One of the comedy scenes in Warner's features, "Fingerprints," starring Louise Fazenda.

Metro-Goldwyn-Mayer's Canadian historical feature playing across Canada.

Charlie Murray in First National's riot comedy, "McFadden's Flats."

Dorothy Sebastian, Metro-Goldwyn-Mayer's "vampy" player "On Zee Boulevarde."

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With a Cast that will make you stare. 12 in the Series.

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Setting a New Record for consistency in laugh-making. "Kewpie," "Fat," "Fatty" and Lois.

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CANADIAN MOVING PICTURE DIGEST

Vol. 18, No. 50. TORONTO 2, CANADA April 16th, 1927

KARL DANE
GEO. K. ARTHUR
the new comedy team that supplants all others

Rookies

TODAY
it is but a name that promises greatness
TOMORROW
it will be a raging hit, talked about; demanded by all picture audiences!

WIRE NOW
and avoid
HEADACHES
later!

making history — **METRO-GOLDWYN-MAYER**

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
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FACTS ABOUT "SLIDE, KELLY, SLIDE"—

—it is important that exhibitors pick the best of the baseball pictures!

1 —"SLIDE, KELLY, SLIDE" is the only baseball picture playing as a road-show.

2 —IT IS AT THE EMBASSY Theatre, N. Y., playing twice daily at legitimate prices.

3 —IN ADDITION TO PLAYING S. R. O. on Broadway, this picture is in its 2nd week at the Stillman, Cleveland, and by its draw everywhere indicates it is the hit of the year.

4 —"SLIDE, KELLY, SLIDE" IS THE PICTURE which features the N. Y. Yankees and has many big baseball names in the cast.

5 —SHOWMEN DESCRIBE IT AS the first big sporting picture that appeals equally to men and women.

6 —PLUS WILLIAM HAINES whom the public has elevated to the most sensational stardom of years!

Metro-Goldwyn-Mayer is the producer, naturally!

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It's entirely up to you!

If you are not playing First National pictures and are satisfied to open and shut your theatre doors to the same old ordinary attendance--if you know right down in your heart that your public don't like the pictures you are showing--if you know all these things and don't give a hang

that's your business!

But if you meet your patrons with a smile as they go out--if you want to attract new faces to your box office--if you want to make your theatre the heart of activity in your town, then, call in First National because

that's our business!

BOX OFFICE TONICS

COLLEEN MOORE
NORMA TALMADGE
BILLIE DOVE
CONSTANCE TALMADGE
RICHARD BARTHELMESS
MILTON SILLS
HARRY LANGDON
JOHNNY HINES
KEN MAYNARD

FIRST NATIONAL PICTURES

FIRST NATIONAL

Hit after Hit
Week after Week
Year after Year

BOX OFFICE TONICS

McFADDEN'S FLATS
CONVOY
BABE COMES HOME
ORCHIDS AND ERMINE
THE TENDER HOUR
VENUS OF VENICE
THE SEA TIGER
LOST AT THE FRONT
LONG PANTS

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The roar of the British guns is nothing to the roar that will go up from your opposition when you play

ROBERT KANE'S

spectacular epic of the Allied Navies

CONVOY

LOWELL SHERMAN - DOROTHY MACKAILL - LAWRENCE GRAY
WILLIAM COLLIER, Jr. - IAN KEITH - EDDIE GRIBBON

With the British Navy at the Battle of Jutland

And paste this on your box office window

"Second day business Robert Kane's 'Convoy' brought largest receipts in history of Strand Theatre with one exception. Heavy rain entire day and opposition tremendous. Opening of new stock company at one legitimate theatre, Katherine Cornell in 'Green Hat' opening at another, Adolph Menjou surrounded by all-star vaudeville bill, and new big State Theatre featuring Gloria Swanson in 'Loves of Sunya' supported by all-star vaudeville are some of the oppositions against 'Convoy' exhibited as only attraction at Strand. Predict house record will be broken with this mighty spectacle of the sea. Audience more enthused than on opening night. Women weeping at tender romance and audience praise that out-enthuses press agent on all sides. Everybody sold one hundred per-cent."

HENRY NEEDLES,
Manager Strand Theatre, Hartford.

FIRST NATIONAL PICTURES

One of the Big

11

from

FIRST NATIONAL

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Smashing Records Everywhere

Biggest Box Office Money-Getter Canadians Have Had for Years

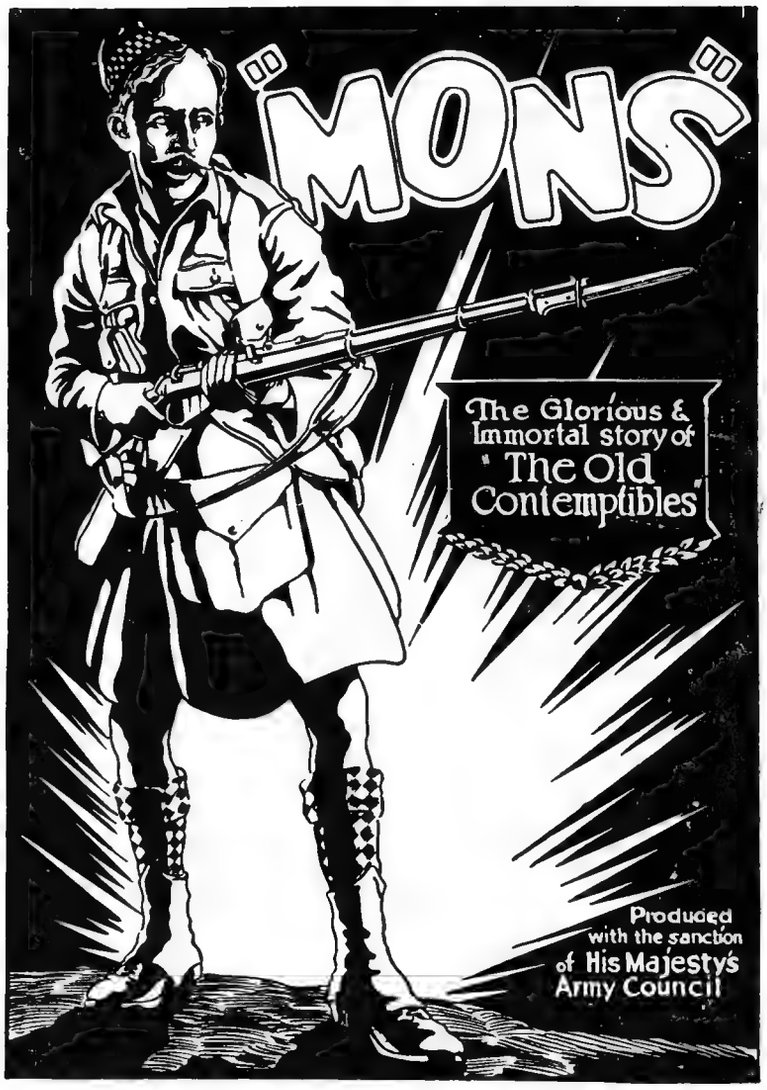
These Houses Have Broken Records with "Mons"

Tivoli
Toronto

Temple
Brantford

Castle
Guelph

Griffin's
St. Catherines



These Houses Have Broken Records with "Mons"

Capitol
Hamilton

Capitol
Kingston

Queen
Niagara Falls

Algoma
Sault Ste Marie

An All-British Production that is a Credit to the Mother Country and to the Motion Picture Industry.

Regal Films Limited

Sole Distributors for Canada

Toronto Montreal St. John Winnipeg Calgary Vancouver

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A Tremendous Love Theme Graphically Screened-- A Great Picture with a Smashing Climax That Lifts It Into a Class All Its Own

Booked for Showing in the Roxy Theatre, New York, the World's Largest and Most Elaborate Motion Picture Palace

Cast includes Kenneth Thomson and George Bancroft. Directed by William K. Howard. Produced by DeMille.

A Producers Distributing Corporation Release

REGAL FILMS LIMITED

Sole Distributors for Canada

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Canadian Moving Picture DIGEST

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RAY LEWIS
Editor and Managing Director
GEORGE C. WILLIAMS
President

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Appreciation

A SENSE of appreciation is an indication of good breeding.

If one is an observer of humans they will note that the finer the character of the individual, the greater will be that individual's "bump" of appreciation.

Appreciation is not always coupled with an indication of genius. In the world of great men and women it has happened that a sense of appreciation towards those who have helped the genius to be recognized has been lacking, but it has also been observed that characters of this particular kind never reach the maximum of their possibilities in their work or position. They lose out because people eventually get "fed up" with their selfishness.

RAY LEWIS

It has also been observed that in the greatest of men and women the sense of appreciation has developed within them that prodigious degree of memory which is indispensable in expressing appreciation; and no matter what position these attain, they never forget the smallest link in their chain of success which helped to place them where they are.

It has been said that our Industry is too thoughtless, too self-centred individually to express appreciation.

It therefore gives me great pleasure to republish a letter which I have received from R. H. Cochrane, vice-president of Universal Pictures Corporation, in which he expresses a supreme sense of appreciation in relationship to what Joseph P. Kennedy, president of F. B. O., accomplished for the Industry by his "constructive co-operation" in arranging the motion picture series of lecures at Harvard University:

UNIVERSAL PICTURES CORPORATION

April 8th, 1927.

Miss Ray Lewis,
Canadian Moving Picture Digest,
259 Spadina Avenue,
Toronto, Canada.

Dear Miss Lewis:

I read your editorial in the April 2nd issue of The Digest with a great deal of interest. You began it and ended it in just exactly the proper way. You have given credit where credit is due, and that so seldom happens in this business.

It is impossible to measure in dollars the value of what Mr. Kennedy has brought about. It doesn't lend itself to that sort of measuring at all. It can be measured only by that intangible, but invaluable, thing known as prestige or morale. I know from my own experience that an inspirational boost will be felt by the whole Industry as a result of what Mr. Kennedy has done. If you think it was a light task he undertook, you should have seen him in action as I did. He sacrificed his own time and his own business interests and threw himself wholeheartedly into a thing which could not benefit him, individually, any more than it could any other man in the Industry.

The men at Harvard, not only the members of the faculty but the students in the Harvard School of Business Administration, were like a breath of fresh air. Their understanding of the problems of our business, their interest in the future of moving pictures and their belief in us---- well, these things were nothing less than a blessing.

I am mighty glad you gave public credit to Mr. Kennedy. He has done a big thing in a very modest, unspectacular manner.

Cordially yours,

(Signed) R. H. COCHRANE,
Vice President.

Mr. Cochrane displays, in his letter of appreciation, the earmarks of intelligence, vision, good business sense and good breeding. He reveals a spirit of unselfishness as inspiring as a vision of The Holy Grail might be.

I have never read a more sincere, spontaneous, conservative and yet enthusiastic appreciation extended by one official of our Industry to another.

I am also in receipt of a letter from Sydney R. Kent giving his impressions while at Harvard. Mr. Kent does not overlook Mr. Kennedy's most valuable contribution to the Industry either.

On another page of The Digest we are republishing a summary of the Industry's mission at Harvard, written by W. A. Macdonald, for the Boston Transcript.

Ray Lewis

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Ray Presents

TALKING of appreciation, in a communication from Sydney R. Kent, director of Famous-Players-Lasky Corporation, which has been published on another page of The Digest, he has not overlooked this important factor in his makeup.

I take particular pride in repeating the last few lines, "I believe the whole Industry owes a vote of thanks to Joseph P. Kennedy, who originated the idea of these talks."

* * *

I cannot help but repeat how proud I am that our Industry has entered University, one of the oldest on the American continent, this Industry of ours which has so mercilessly been snubbed by the Academic high-brows; and dubbed, by literary "know-alls," as the art of Morons.

* * *

THE first thing we know, we will be wearing morning coats at our good theatres in the afternoon, and on Sundays; and will leave the tablecloths of restaurants at which we dine unmarked by our million dollar calculations.

* * *

WITH the kind permission of Mr. Joseph Kennedy, I am republishing a letter which I received from him early in the month. As I stated editorially, a man has to be really a big fellow mentally and spiritually to be capable of appreciation. I am enjoying another "glad wave" that our "constructive co-operation" editorial of recent date was able to render a tribute where a tribute is due.

April 6, 1927.

Miss Ray Lewis, Managing Editor,
The Canadian Moving Picture Digest,
Toronto, Canada.

My dear Miss Lewis:

I cannot help expressing to you my very great appreciation for your wonderful editorial of April 2nd regarding "Constructive Co-operation." I think you have sensed the importance of this as few others have, although I am bound to admit that at the present time in New York, there seems to be a very distinct feeling that the industry, as a whole, has taken a step forward.

The Boston Transcript had a very interesting article last Saturday on the course, and I am taking the liberty of sending it to you. It really is a chronological history of the course and the impressions it created. I am sure you are right in stating it eventually will be of great importance, and I know you will be interested to read about it.

In addition to the course that you have written about, you will note that the article covers a plan whereby the Fogg Art Museum of Harvard has decided to establish an archive for the preserving of artistic pictures. This will also be of tremendous importance in the industry and I am sure it will be the making of better pictures.

Thanking you again for your very fine article, I remain,

Sincerely yours,
(Sgd.) JOSEPH P. KENNEDY,
R-C Pictures Corporation.
JPK:M.

* * *

THEATRE OWNERS across Canada are doing excellent work in their stand against The Amusement Tax, but their good work must continue.

* * *

Legislative bodies, singly or collectively, are always being opportuned to reduce taxation on one thing or another; and since "Politics" vein through the business of running a country, it is good "politics" to see that your theatres are not used to make up a deficit, which is occasioned through the abolition of a tax outside of our Industry.

* * *

MANAGER JERNBERG, of the Province Theatre, Manitoba, and president of the Manitoba Association of Theatre Owners deserves a great deal of thanks from theatre owners of his province, and throughout Canada for the unceasing efforts he has put behind the Abolition of the Amusement Tax Movement; and other problems in our Industry.

* * *

MANAGER JOHN MUIR, of Vancouver, British Columbia, has also been doing his "great bit," not forgetting Manager Bugg, of Midland, Ontario.

The co-operation of exhibitors is indispensable. No one, two, or three men, no organization, regardless of its power, can obtain benefits for this Industry and its patronage unless the entire Industry get behind the men who are willing to lead, or be their spokesmen for them.

* * *

I must not forget to mention the work of George A. Graham, of the Classic Theatre, St. James, Manitoba. Mr. Graham was one of the speakers who appeared before the Central Council of Social Agencies, at Winnipeg, where he delivered an able address covering many phases of our Industry.

SHORT TALKS
ON
SHORT FEATURES

—Best, by Your Verdict

In 1925 the Hugo Riesenfeld Gold Medal was established as an annual award for the outstanding short subject of the year. The selection was left entirely to a committee of exhibitors—a committee including some of the country's wisest showmen.

The first award was won by an *Educational Picture*, "The Voice of the Nightingale." The second award, for 1926, has just been made. This medal also goes to an *Educational Picture*, "The Vision," one of the beautiful Romance Productions in Technicolor. And every subject mentioned by a member of the committee as a candidate for the award was an *Educational* release.

By the showman's verdict —your verdict— *Educational Pictures* are the best short features you can play. And that is the verdict of 13,000 exhibitors who are playing them regularly.

E. W. Hammons
President

EDUCATIONAL
FILM EXCHANGES, Inc.

Educational Pictures
"THE SPICE OF THE PROGRAM"

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TORONTO THEATRES

REGENT — "McFadden's Flats," with Chester Conklin and Charlie Murray—First National. Class A. comedy, with Charles Murray and Chester Conklin as the two Mc's. The work of Murray, as McFadden, is as clean a piece of pure comedy as the screen has yet given us, a real Irishman with the Irish sod still clinging about his American hod. Wherever there is Irish humour there are the tears which verge as close to it as a shower does to a summer's day; and all through "McFadden's Flats" we are threatened with this summer shower, but whether it is Irish wit, or Irish grit, the humour continues and begorra', no one gets wet, or even a little bit. Chester Conklin, as McTavish, the Scotch barber, need we mention Scotch with McTavish as his name? Chester gets a chance to give McFadden a "close" shave. His part in this hilarious comedy, for hilarious it is, through the clever handling of the titles to suit the action, Chester's role is mainly concerned in being himself. It appears that Chester is naturally funny, he suggests comedy and whether he gets an opportunity to become expansive or not, it does not matter. You laugh at Chester anyway, because you expect that he is going to be funny. And funny he is when he realizes through the banker that he is giving the "swell affair" which McFadden is giving to attract Halloran Capital. McTavish has had to stand behind McFadden's notes at the bank when the flats were going up; and the bank threatened to call the notes in. The Irishman and Scotchman are enjoying a "strained relationship" but McTavish has stood behind the notes just the same. Of course there is a love theme, between Miss McFadden, who had been sent to a "finishing school" and McTavish, Jr., who has remained the good-looking son of his father, naturally finished and finished naturally. The high-lights of comedy are many, although for pathos and comedy blended, that supreme accomplishment, which has been called the 100 per cent essence of pure entertainment, we must select the episode of the parade, where McFadden marches ahead as president of the "Hod-Carriers' Union," and the daughter, a spectator from a fashionable friend's house, sends no look, or wave of recognition to the father who has with this same symbol of labour, the hod, given her the upward lift socially which she now enjoys. In summing up "McFadden's Flats" we will say the story is wholesome and amusing, a page from life, most admirably directed by Richard Wallace, with all the players fulfilling their parts with an ease and naturalness that strips the production of any strained effort. In fact we, as spectators, feel that we have been privileged to take a peep into a window in the life of the contractor of McFadden's Flats. Cissy Fitzgerald and DeWitt Jennings as Halloran, who has fitted into wealth a little more easily and readily, present two fine characterizations. This is a real picture for exhibitors with audiences who have a "sense of humour." There are no end of big laughs, not chuckles, but the loud "Ha, Ha," which betokens a merriment which has touched the right spot.

LOEW'S — "Blind Alleys," with Thomas Meighan — Paramount — Class B. An Owen Davis story, directed well by Frank Tuttle. I am not crazy about the material Davis has furnished; anyone of Paramount's scenario staff could write as good a story; and Meighan who is a big name, should be given the best kind of material. Greta Nissen, as the Spanish bride of a sea captain (Meighan) and who gets lost in the "Blind Alleys" of New York when her sea captain brings her there for his honeymoon, this same Greta is also too lovely not to be exploited to her best advantage — an excellent actress, too. The more I see of some big names who furnish story material for screen use, the more am I convinced that in many cases "There is nothing in the name, or their material." Meighan is box-office value and so is Paramount's Trademark. Material furnished for stories should be put through the "acid test" which an unknown author gets, in fact it would be advisable in considering material to hide the name of the author, if it is a well-known name; and see what the judgment would be in connection with the material furnished before it goes into production. The picture has been given a splendid presentation; and the New York scenes are alive with interest. The work of Evelyn Brent is very good. The story after the arrival of the sea captain and bride in New York reveals that the captain is struck down by an automobile while on a quest for flowers for his bride. The bride is kidnapped; and the incidents following develop into a game of "hide and go seek," between captain and bride, who, however, manage at last to find each other. If the material for the plot had been better, this picture would have increased its entertainment possibilities 100 per cent. Everything else is there to make it a box-office bet.

UPTOWN — "Cabaret," with Gilda Gray — Paramount — Class B. It was good to see Tom Moore, he is such a magnetic artist; and can always be relied upon to lift a picture up in box-office fashion and in entertainment possibilities. Gilda Gray certainly had everything handed to her in this picture. The story by Owen Davis is good, the direction by Robert Vignola excellent; and the surrounding cast most admirable, not forgetting the work of Chester Conklin, who gets his chance, a very good one, as the taxi driver. The story revolves around a cabaret dancer (Gilda Gray), who is the financial backbone of her whole family. The brother is a misguided kid and falls into the "hold-up" ways of a "gang" the leader who is interested in the physical charms of the cabaret dancer. Of course the villain "gets his" when he tries to get the cabaret sister of the "crook kid." It results in a possible charge of murder for the boy, who, however, shot in self-defense. The boy tries to make a "get-away" to Havana, aided by the sister in a real bit of old, or shall we say, new-fashioned melodrama, which is mellow enough to be excitingly enjoyable. Tom Moore as the detective lover of the cabaret dancer has a sense of duty. He captures the kid brother, but only to prove that the "kid" need not run away, it is a case of self-defense. Gilda Gray does good work, but she lacks screen magnetism.

TIVOLI — "A Kiss in a Taxi," with Bebe Daniels — Paramount—Class B plus. Thin on plot, but long on action, a succession of amusing and exciting incidents which chase each other excitingly, almost stepping upon each other's merry heels. The story revolves around a normal

(Continued on Page 12)

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ESTHER RALSTON

i

SOMETHING FOR EVERYONE!

Gowns for the Girls
Humor for Husbands
Wit for the Wives
Joy for the Boys
and

"Fashions For Women"

IT'S A PARAMOUNT

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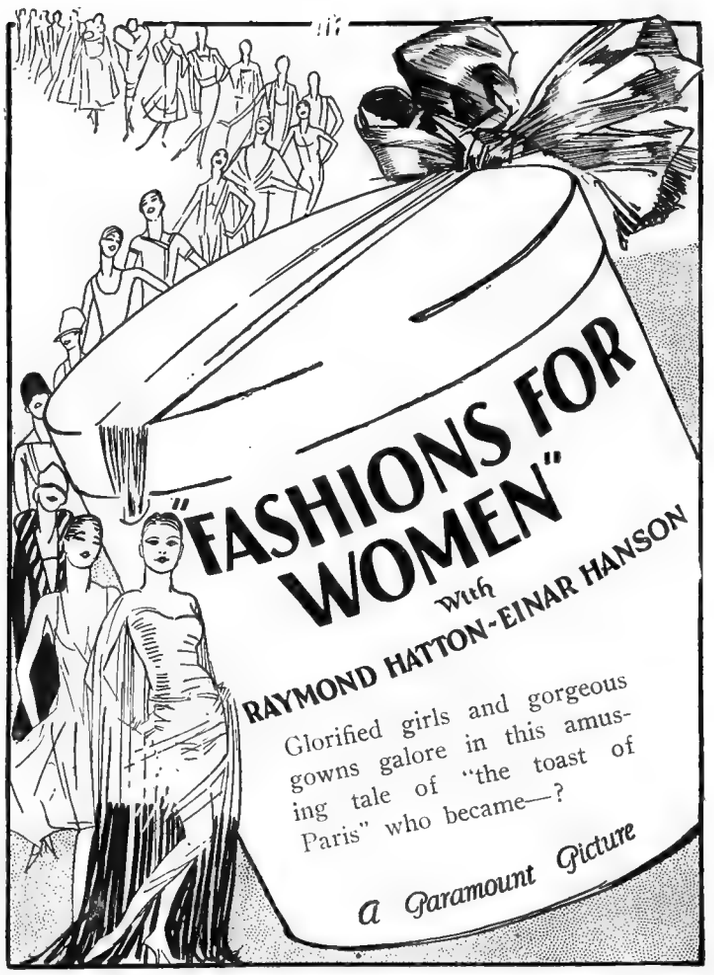
FASHIONS *for* WOMEN

GIRLS
GLITTERING
GLORIOUS
GOWNS


"FASHIONS FOR WOMEN"
with
RAYMOND HATTON-EINAR HANSON
Glorified girls and gorgeous gowns galore in this amusing tale of "the toast of Paris" who became—?
a Paramount Picture

EXHIBITORS

Book this One Early, and make your Theatre the Fashionable Place

PICTURE

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Harvard Impressions Sydney R. Kent

"Industry Owes Joseph Kennedy Vote of Thanks" States Famous Executive

I believe that both the Motion Picture Industry and Harvard University profited from the series of talks on motion pictures given at the Harvard Business School.

"The students and authorities at Harvard, and through them perhaps the entire world of higher education, have gained a newer and truer idea of the Industry that entertains ninety million people every week. This has resulted already in a practical way in the plan of Harvard's Department of Fine Arts, in association with the Fogg Museum and the University Library, to establish immediately an archive of films which will record the history of the motion picture from the beginning. They will select each year those films which are considered worthy of keeping as work of real art.

"The students themselves, I feel, have learned that the Motion Picture Industry is a field of activity worthy of consideration as a business career by the college educated man. We who are privileged to speak in this course, for our part, have gained a new opinion of average college men as clean-cut, serious-minded individuals, earnest in their desire to learn something of the practical business world in which the majority of them will later have to take their part.

"Probably this series of talks will be followed by a flood of applications from college men for jobs in this Industry, and I believe the earnest type of college graduate should find a welcome and a future here.

Certainly the students of the Harvard Business School who listened to this series of talks seemed to be of this type. The lectures were crowded. Questions asked from the floor were well put, showing the close attention paid and the surprisingly practical turn of the students' minds.

"We were the guests of Harvard while in Cambridge and were treated with a courtesy and a lack of exploitation fanfare that was very impressive and refreshing. We lunched with intelligent men, far from the impractical, book-bred type of professor and college authority that too many people believe abound in the universities. A mutual understanding developed that should have far-reaching results.

"Personally I have never had a more enjoyable or more enlightening experience than the one at Harvard. I believe the whole Industry owes a vote of thanks to Joseph P. Kennedy, who originated the idea of these talks."

Exploitation "McFadden's Flats," Regent, Toronto

The "McFadden's Flat" Construction Contest was placed in the Toronto "Telegram" running six days in advance of the opening, for which cash prizes and free tickets were offered to the winners. This contest consists of a block of numbers which contestants are asked to count correctly. New numbers appear each day as the construction of the building progresses. Mats of the illustrations may be had through First National's Publicity Department at Toronto.

Two hundred red bricks were made of wood and stenciled in white lettering reading "McFadden's Flats," Regent Theatre Now." These were placed on all news stands, cigar counters and hotel desks in Toronto.

230 special cards were used at the front of street cars during the run of the picture.

The tie-up was effected with the Life Saver Company whereby 15,000 samples of Life Savers were distributed in the theatre, Liggett's Drug Stores and United Cigar Stores during the week in advance of the opening. These samples were given out in small transparent envelopes which were imprinted "A Life Saver Against Gloom, See 'McFadden's Flats' at the Regent Theatre Next Week."

30,000 insurance policies against death from laughter were specially printed and distributed in office buildings through the down town section. A house to house distribution was also made.

9,000 post cards were mailed to the Mc's and Mac's in the city directory.

A modified treasure hunt was used in connection with the schools. Green cards bearing the billing of the picture were consecutively numbered, half the number to appear on one card and the other half on the other. In other words, the number was cut in half and the dieffrent halves distributed in various parts of the city and free tickets given to children who were succesful in matching the numbers which thev held.

During the second week of the run a Scotch and Irish Story Contest appeared in the Toronto "Star." Cash prizes were given for the best Scotch and Irish anecdotes, original or otherwise.

Sixty 24 sheets were used together with 00 window cards, 100 one sheets and 50 three sheets.

The advertising started a week in advance in the newspapers with a daily run of teaser ads leading up to the Saturday before the opening when the big splash appeared in the "Star Weekly."

Lou Brager, attached to Allen Glenn's First National exploitation staff worked on the Toronto engagement and Toronto theatre men are of the opinion that it was the most thorough advertising campaign ever conducted for any picture in this city. No angle was passed up in lining up the publicity campaign for the picture.

Samples of the various styles of advertising pieces used may be had by writing to the Publicity Department, First National Pictures at Toronto.

TORONTO THEATRES

(Continued from Page 9)

married man of means, he is naturally attracted to the "fair sex." He finances a smart restaurant for a chic friend, the setting and story are supposed to be French; and involves the intriguing lady in complications when her youthful sweetheart discovers her with her amorously inclined "angel." A very proper bookkeeper is supposed to be the lady's backer and this involves (Chester Conklin) the bookkeeper in a succession of rapid getaways, one which discovers him dangling from a rope from a Parisian lady's window (Bebe Daniels). It is surprising how many things are made to happen out of the flimsiest bit of material. Bebe has all the qualities which register upon the screen. Henry Kolker as the gay benedict does good work; and Chester Conklin keeps the farce moving.

PANTAGES — "Getting Gertie's Garter," with Marie Prevost and Charles Ray — P.D.C. — Class B. An adaptation of the farce which had a big stage success, by Avery Hopwood of theatrical fame. The story revolves around Gertie's garter which is jewelled; and has in its setting the photo of a young man who has been affianced to Gertie. It appears that this innocent "male of the species" thought it was a bracelet. As the story develops the young man falls in love with a new lady, and the fun and the action start when he attempts to recover the garter. You know what happened "Up in Mabel's Room," well, what happened there, plus some more nearly happens in the noble and manly sport of "Getting Gertie's Garter." E. Mason Hopper, as director, kept the chase going. Marie is her usual vivacious self. Charles Ray is more than his usual self in this picture, as the youth who gives pursuit. Marie Prevost's attractive knees, sweet resting place for Gertie's garter, help considerably to keep the interest up.

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Boston Transcript Devotes Two Columns Editorial Comment Harvard Lectures

"Newest of Arts Into Oldest of Universities."

Today at Harvard Business School Joseph P. Kennedy closed a course of lectures that has brought the newest of the arts into the oldest of the universities. Ten leaders of the motion picture industry have spoken before the students at the school. Fourteen hundred applicants who are in their second and final year who are in their second and final year cations to attend the lectures have been refused. The class that has heard them as part of the regular course of business policy is composed of about four hundred young men. They have heard the story of the movies told by the men who have seen, in a few years, the processes of organization, financing and improvement of methods that normally require several generations. They have had a chance to ask questions of Lasky and Zukor and Fox and Loew and Warner and Kent and Giannini and Cochrane and Hays.

While Harvard Business School has been thus engaged in examining an industry that entertains ninety millions of people per week, an announcement has come from Harvard that motion pictures deserve recognition as part of the cultural development of the country and must be considered in any serious historical and technical study of art. Therefore, the department of fine arts at Harvard, in association with the Fogg Museum and the University Library, plans to establish immediately a library and archive of films which will record the evolution of the motion picture and select annually those films which are considered worthy of preservation as works of art. In order to constitute and operate this archive a committee of the Harvard faculty, after gathering films of the highest quality of the past, will select each January the films of the preceding twelve months that, in its judgment, should be included in a library of this character. The announcement of its selections will be made public on March 1 of each year and the first announcement is expected on March 1, 1928.

The fine arts department has been unofficially interested in motion pictures for a long time; the business school only recently. In the fine arts department Chandler R. Post, professor of Greek and fine arts, had, for one, kept his own record of the artistic progress of the movies. The story of the events that resulted in the announcements of the business school course and the fine arts program is interesting and has not been told.

Last December Mr. Kennedy, whose lecture today on the future of the motion picture industry closed the business school course, met Wallace B. Donham, dean of the Harvard Business School. Mr. Kennedy is president of the Film Booking Offices of America, Inc., and a graduate of Harvard, class of 1912. Dean Donham asked him how the motion picture business was and Mr. Kennedy said something about its importance and they talked for a while. A month later, in a note, the dean asked Mr. Kennedy to see him when next in Boston from his headquarters in New York, and Kennedy, in a few days, paid a visit to Harvard, where Dean Donham asked him if he would consider giving a series of lectures on the industry before the business school. Kennedy modest, alert and thoughtful, said that he would be glad to do it, but that he thought it would be better to get the leaders of the industry — it would be possible to find the men who had seen the business through from its beginnings. He would be glad to make the arrangements. "Line it up" may have been his phrase. The dean was glad, he said, to leave it in Mr. Kennedy's hands and back to New York went Mr. Kennedy, there to talk on the telephone to the Pacific coast with Will H. Hays, with Jesse Lasky, Cecil de Mille, Milton Sills, Marcus Loew, and, in New York, with Zukor, Fox, Dr. Giannini, and Warner. He told them what he wanted and they were all unwillingly willing to come. They had their notions about Harvard; they had done their share of public speaking, perhaps, but Harvard was something out of their experience. Harvard was an old and dignified university; they were the newest of the great industries. Anyway, there was talk from coast to coast, for the movies use the telephone in the grand manner without thinking much about it.

In the meantime, James Seymour, who is secretary for publicity and alumni affairs, and who had met Kennedy through Dean Donham, proposed to Professor Paul Sachs, one of the directors of the Fogg Art Museum, the notion that if films, past and present, could be got, they might be of value to the museum and the fine arts department. Dr. Sachs thought there were great possibilities, also that the plan ought to be put up to a group potentially interested which included beside himself, Edward W. Forbes, co-director of the Fogg; Dean George H. Chase, of the Graduate School of Arts and Sciences and professor of fine arts; A. C. Coolidge, professor of history and director of the library, and Chandler Post. Here was something that deserved to be chronicled to the world: the professors of fine arts, of Greek and history proposed a meeting to discuss the movies which are a matter of international concern and business importance and general criticism. No one who ever knew the Yard at Harvard has ever subscribed to Harvard's fictitious failure to subscribe to the currents of the time; but this was a demonstration.

* * *

The luncheon was given on January 14 to the group proposed and, in the same week, George H. Edgell, professor of fine arts and dean of the faculty of architecture, was consulted, and the opinion of the whole group was one of unqualified enthusiasm and they wanted to know what the president would think, so Sachs and or the fine arts saw him in a few days and he said all right. Then Sachs, Forbes and Chase invited Kennedy to luncheon, that being the nationally accepted moment for discussing almost anything, and the luncheon was at the home of Professor Sachs, four or five days later. At that luncheon they formulated a plan and drew up a letter to Will Hays to submit to the motion picture industry. It was signed by three men and posted to Hays in New York, and he wasn't in New York, but Kennedy telephoned to him in California, and Hays took the matter of the fine arts interest up with the movie men then on the coast. Here was the old red brick college at one end of the line and the magnificence of the industry in California at the other. The movie men who were talking were the upgrowth of an industry that has been accused of everything uncomplimentary in sensationalism; the Cambridge men who were interested have been charged institutionally with most of the terrors of a proudly lowbrow nation. They were getting together. It was very strange. It was even sensational.

Some telegraph correspondence followed, and Mr. Hays suggested the drawing of a plan by Harvard for the producers to conform to. Then, on Friday, February 11, Professor Sachs and Mr. Seymour happened to be in New York and Mr. Hays, informed of their presence, asked them to an informal discussion. The detailed plan in which Mr. Hays was interested was in the meantime being drawn up at Harvard, largely by Mr. Post, and in time Harvard gave the plan to Mr. Kennedy, who forwarded it to the motion picture organization. Then, on the fine arts, the thing waited for Hays to come to Boston, and on March 15, at Mr. Forbes', after a meeting of the fine arts and business groups, the story of the archive was given briefly to the public.

Kennedy had completed the arrangements for the business lectures in the meantime and on March 14 lectured at the business school himself, his subject

(Continued on Page 14)

Archives and Library of Fine Films to be Established.

The following story of our Industry's experience at Harvard was written by W. A. Macdonald, for the Boston Transcript. The article covered over two columns of that most conservative paper and commented about "younger art, old college in happy union."

It is so good, that we are republishing all of it and I hope that all of it will be read by our readers.

Significant among the comments is the paragraph which reviews William Fox's address as follows, "He talked before his class like an emotionalist whose emotions all passed through his head. In one kind and another his confreres made a similar impression."

This is the sum total achievement towards which our Industry should strive. Its art, which is first emotional should pass through the brain of its artists, for art which is brainless, reveals itself as "talent" only; and after this transmutation the finished production should pass through the showman's emotional showmanship vision; and then on to the Brain of the Industry's Finance. This is the order of procedure. First, the art of the picture, then its financial handling to create a market of profits.

It may be contended that the Finance should step in first. If it does, it will "kill the goose that lays the golden egg." Give the art and showmanship angles of our Industry the creative chance. Then get down to The Brass Tacks of Finance.--EDITOR.

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Final Standings Bonus Contest Famous-Players

The final announcement of the standing of Famous-Players' theatres in the "Million Dollar Bonus Contest," places Manager Ray Tubman, of Ottawa, first in Class A Division, with Tom Daley, manager of the Tivoli, Toronto, second.

The contest opened October 5th and closed February 5th. The total prize money to be distributed is $5,000, of which $3,000 goes to the Western Division and $2,000 to the Eastern Division. Mr. Thomas, of the Western Division, and Mr. Robson, manager of the Eastern Division, will confer in Toronto on an equitable plan of the distribution of the prize money. The final standings stood as follows:

EASTERN DIVISION

(Clarence Robson, Division Manager)

DIVISION TOTAL 3838

CLASS "A"

OTTAWA—Manager Ray Tubman, 1; TIVOLI—Manager Tom Daley, 2; MONTREAL Capitol—Manager Harry Dahn, 3; Uptown — Manager Jack Arthur, 4; Montreal—Manager George Rotsky, 5; London — Manager Tom Logan, 6.

CLASS "B"

CHATHAM — Manager A. P. Drohan, 1; KINGSTON — Manager Ernie Smithies, 2; COLLEGE — Manager George Morrell, 3; Guelph Capitol — Manager John A. Stewart, 4; Parkdale — Manager Ben Geldzaeler, 5; Soo — Manager P. McGeachie, 6; Beach — Manager Harvey Williams, 7; Brantford — Manager Ernie Moule, 8; Bloor — Manager W. T. McKnight, 9; Capitol, Toronto — Manager R. McClelland, 10; Oshawa — Manager Leon Osier, 11; York — Manager Jack Laver, 12; St. Kitts Opera House—Manager Geo. Forhan, 13; Kitchener — Manager Jack Allan, 14; Niagara Falls — Manager John V. Ward, 15; Oakwood—Manager James Crang, 16; Palace—Manager Charlie Querrie, 17; St. Kitts Capitol — Manager Roy Harrison, 18; Alhambra — Manager H. Hitchinson, 19.

CLASS "C"

WELLAND — Manager Tom Forhan, 1; GALT — Manager Eddie Landsborough, 2; BROCKVILLE—Manager Fred McLennan, 3; Owen Sound — Manager Chris Georgas, 4; St. Clair — Manager Roy Downey, 5; Woodstock — Manager Willard Fawcett, 6; Beaver — Manager Sam Bloom, 7; Guelph Castle — Manager Dave McMullen, 8; Teck — Manager M. Smith, 9; Hamilton Strand — Manager H. E. Wilton, 10; Paris—Manager J. A. Bolinsky, 11; Port Hope — Manager Stuart J. Smart, 12; Cobourg—Manager A. E. Cauley, 13.

WESTERN DIVISION

(Horace M. Thomas, Division Manager)

DIVISION TOTAL 8939

CLASS "A"

VANCOUVER Capitol—Manager John Muir, 1; WINNIPEG Capitol — Manager H. M. Thomas, 2; CALGARY Capitol — Manager John Hazza, 3; Regina —Manager P. D. Egan, 4.

CLASS "B"

FORT WILLIAM Royal — Manager Frank Robson, 1; CALGARY Strand — Manager Ken. Leach, 2; PORT ARTHUR Colonial — Manager L. C. Straw, 3; Saskatoon — Manager Frank Miley, 4; Edmonton Capitol — Manager W. P. Wilson, 5; Victoria Dominion — Manager J. M. Robertson, 6; Broadway — Manager F. H. Gow, 7; Empress — Manager J. B. Reisman, 8; Moose Jaw — Manager E. P. Fields, 9; Vancouver Dominion — Manager Chas. Stevenson, 10; Metropolitan — Manager Walter Davis, 11.

CLASS "C"

NANAIMO — Manager D. G. Borland, 1; BRANDON Capitol — Manager C. S. Ferguson, 2; BRANDON Strand—Manager C. S. Ferguson, 3; Nelson — Manager J. P. Pitner, 4.

BOSTON TRANSCRIPT

(Continued from Page 13)

being an introduction to the discussions that were to come. The course was to meet on Mondays and Wednesdays at 2.30 o'clock in the afternoon and on Tuesdays, Thursdays and Saturdays, at ten o'clock in the morning, and was required of all students in their second and final year in the Business School. One of the purposes was to develop the point of view of the executive in dealing with problems as they arise in specific trades and industries. Since the case system is being used, several cases were secured for the students to study while the lectures were being given. The students were to be presented with cases by the speakers so that the students would have sufficient information to write reports upon them. Mr. Kennedy outlined the plan of the lectures and the lives of the men who would speak. Those men had planned speeches in conformity with the problems of the school, but they sometimes changed their lectures when they went on the platform. They were human men who met human audiences, practical minded, minded according to their experience and their liking. After Mr. Kennedy's introduction Mr. Hays was to speak on the industry; Mr. Lasky on production management problems; Mr. Zukor on executive management; Mr. Kent of Famous Players-Lasky on distribution; Mr. Cochrane of Universal on advertising and exploitation; Dr. Giannini, who has real reason to know his subject, on finance; Mr. Fox on foreign development — although he took another text, as it happened — Mr. Loew on theatre management; and Mr. Warner on the developments in motion pictures. Mr. Kennedy wound it up this morning with a word about the future.

The lectures were crowded; the questions from the floor were intelligent. It became clear to the students that there was a field for them in the industry of the motion picture. It became clear to the motion picture men that here was human material with which to freshen their business. In the mornings they talked at the business school, in the afternoons they went to Fogg. They were getting a tremendous reaction from all of it. They found themselves treated as human beings and with courtesy. They were the guests of Harvard and Harvard did not advertise their arrivals. They came to Back Bay station, one by one, and walked to their hotel unmet by photographers and reporters. That was new to them. They lunched with intelligent men who found out that they were lunching with intelligent men. It was something that stirred up a certain excitement on both sides. And in the business school they had their experiences. It was Sidney Kent who told the class that the motion picture business had unique problems; never had those problems been met before; and he was answered chapter and verse from the lessons of the school that problems just like his had been a part of the course. Such ground as this is justly a common meeting place; it stimulated interest on both sides; it made the students keen, it suggested to Mr. Kent that there was room for such students in the remarkable industry of which he is a part. Mr. Hays was tremendously interested in what he saw and heard. Mr. Lasky, visiting the Fogg Museum, observed the system of lighting and exclaimed that if the movies had understood that years ago they would have saved millions. He was seeing art in terms of business. Mr. Zukor was affected by his experience; he felt his responsibility, he said, more than he had at the moment when he once borrowed ten millions. And so it went. Both sides developed the immediate respect that was due each other.

The lecturers told their stories without hindrance. They told them the more freely because the press was not allowed at the meetings. They were talking pretty nearly from their business and artistic hearts. Zukor, for instance, told his real story for the first time before a gathering. Fox, who started with a sixteen hundred dollar theatre and within a week or so bought Roxy's theatre for fifteen millions, intended to talk about the foreign problem and ended by telling what had happened to him as a pioneer. He sat for a moment in his seat before he walked up to the platform, a round headed, thin haired, swarthy man, with a small moustache. He took his stand, a little portly, quite calm, observant of the big room. He began in the smoothest voice possible; he showed fight when two youngsters in the back of the hall did something to bother him. He would not be so rude if he were in their position and they in his, he said. He would sit down or they would change their conduct. And he went on with his speech as if nothing had happened. But he remembered — he has a turn of humor — and when he was amusing and the pair in the back laughed responsively half an hour later, he told them openly that he knew he could get them if they gave him a chance.

Both the Business School and the fine arts department have profited by their acquaintance with the lecturers from the industry that Harvard invited to itself. As for the industry, it had the intelligence to send its top line men; they appreciated their opportunity and were frank enough to express their pride in it. Harvard's recognition meant a great deal to them; Harvard's approbation of their intelligence did them no harm. The university plan to judge their pictures at the end of each year is something that one needs not to belong to either industry or university to appreciate the value of. The judgment will come too late to be used for advertising propaganda; it will at the same time offer something valuable for directors to shoot at. That the directors will do it no executive has any doubt. Mr. Fox remarked that a picture called "The Last Laugh" was the greatest picture he knew, although it had not been a financial success. He talked before his class like an emotionalist whose emotions all passed through his head. In one kind and another his confreres made similar impression. The story of the juncture of the newest of the arts with the oldest of the universities speaks something of praise for the sensitiveness to the times of both.

—W. A. MACDONALD.

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Esther Ralston In "Ten Modern Commandments"

"Ten Modern Commandments," the Paramount film from Jack Lait's story of the same title, has gone into production at the Paramount West Coast studio, with Dorothy Arzner directing. Esther Ralston, who has been scoring so consistently, will have the feminine lead. "Ten Modern Commandments" will be Miss Ralston's third starring vehicle in her rapid ascent in films. Previously she had been a featured player in eleven Paramount productions. Her first appearance was in "Peter Pan." Her work in "Old Ironsides" resulted in her elevation to stardom.

"Rough House Rosie" Sounds Like Clara Bow

Clara Bow's newest starring vehicle, "Rough House Rosie" is being assembled for release.

Frank Strayer, director of the production and known a few years ago as the cleverest film cutter in the business, is personally wielding the shears.

"Rough House Rosie," an adaptation by Max Marcin of Nunnally Johnson's popular short story, was prepared for the cameras by Louise Long and Ethel Doherty.

Reed Howes, Douglas Gilmore, Arthur Housman and Doris Hill are in the supporting cast.

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PROJECTION

By GUY E. McALLAN

Lamp bulbs can be frosted in an emergency by dipping them in a strong solution of common Epsom Salts, such frosting will last for several days.

* * *

The writer once worked in a small town house that was equipped with Mazda projection lamps. The power supply for the theatre was from a small isolated plant that only had a capacity enough to supply one projection lamp at a time. The writer wishing to get something approaching a real desolve at change over, arranged the two rheostats controls so that they were fastened to the one controlling knob, and when one lamp was turned on full the other one was out; then when it came time to change, it was a simple matter to start the motor on the second machine, then rapidly spin the rheostat controller over which would quickly dim one lamp out and light the other.

* * *

Emergency rheostats made out of a barrel filled with salt water solution and called a water rheostat are often used by the traveling projectionist who often has to make use of makeshifts. In such cases they will often be found to heat up badly on an extended run and cause the water to boil; in such cases you should make up two rheostats of equal capacity and hook them up in multiple so that each will supply half the required current.

* * *

A very good fire extinguisher for the theatre paint shop can be made from the following: 1 quart of biocarbonate of soda mixed with a bushel of sawdust.

CANADIAN STANDARD UPHELD BY PREVOST

Canadians are making good in moving pictures. Marie Prevost is the latest actress of Canadian birth to reach the highest pinnacle of stardom. Among others are Mary Pickford, Norma Shearer, Pauline Garon and Claire Adams.

Miss Prevost was born in Sarnia, Ontario, but received her education in Los Angeles. After several years in Mack Sennett comedies, she was elevated to feature pictures, then to co-starring roles. Today she is one of the leading lights in the comedy constellation.

"Up in Mabel's Room" is regarded as her first real starring triumph. Since then she has made "Almost a Lady," "For Wives Only," "Man Bait," "Getting Gertie's Garter" and "The Night Bride."

Theatre Decoration

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"WOLF'S CLOTHING" HELD OVER SECOND WEEK AT ROXY

A new world's record has been rung up by Warner Bros.' picture, "Wolf's Clothing," starring Monte Blue. As the main feature on the screen at the Roxy Theatre it drew the largest week-end attendance ever recorded at a motion picture box-office.

Its first Saturday and Sunday, "Wolf's Clothing" was viewed by 55,562 persons — or 5,000 more than came to the Roxy the first week-end the house was opened to the public. The drawing power of the picture continued to be remarkable throughout the week, necessitating S. L. Rothafel to adjust his policy to five de luxe shows instead of four.

The record figures for business written by "Wolf's Clothing" resulted in the picture being held a second week. "Wolf's Clothing" which comes from the pen of Arthur Somers Roche, was directed by Roy Del Ruth. It presents Monte Blue in a story of Broadway night life in which he is supported by Patsy Ruth Miller and a popular cast including John Miljan, Douglas Gerrard and Lee Moran.

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President Woodhull Has Two Amendments

"Pete" to Introduce Three Year Term for Part Board of Directors

President R. F. Woodhull of the Motion Picture Theatre Owners of America has announced that an amendment has been regularly proposed to the Constitution which changes the procedure associated with the election of the Board of Directors. There are thirty members to be elected and the proposed amendment provides that at the Eighth Convention of the Motion Picture Theatre Owners of America held in Columbus, Ohio, in June 1927, that ten of these are to be elected for a period of three years, ten additional directors for a period of two years and ten additional directors for a period of one year and that at each succeeding National Convention ten directors are to be elected for a period of three years.

Another amendment proposed which Mr. Woodhull announces is that an amendment may be made to the Constitution at any Convention and proposed from the floor of the Convention to be referred to the Committee on Amendments if a two-thirds vote is obtained in favor of the same providing that such amendment be proposed at least one day previous to the final vote being taken upon the same.

It is rumoured that during this month, Eastman Raw Stock Film will be cut 1-4 of a cent per foot.

Eastman at present is said to have a 60 per cent selling control in the Industry in America. The cut may give the Dupont, Ansco Product, and the Agfa and Gervert Companies the same kind of an idea. Meanwhile in anticipation of a "cutting battle" producers are not over buying at the present moment.

Three Hull Theatres Close Good Friday

The three moving picture theatres of Hull, Quebec, were closed on Good Friday in recognition of the religious observance of the day, these being the Laurier, Eden and Capitol Theatres. This is the only day in the year when the Hull theatres are dark, as they are operated on Sundays as well as week days.

Pictures With Appeal For Juveniles at Keith's

Because of vacation days for school children around Easter time, Manager J. M. Franklin of B. F. Keith's Theatre, Ottawa, arranged for the presentation of features with juvenile appeal. During the week of April 11, the attraction was Tom Mix in "The Canyon of Light," and for the following week, "Johnnie Get Your Haircut," starring Jackie Coogan.

Stanley Cup Series In Regent Tie-Up

Interest in the Stanley Cup series of the National Hockey League between Ottawa and Boston ran high among the countless Ottawa hockey followers. Manager Ray Tubman capitalized this interest by arranging a special telegraphic service to the Regent Theatre, Ottawa, giving a running story of the important matches while they were being played. The frequent bulletins were announced from the stage of the theatre. The current attractions were "Tell it to the Marines" and "The Show."

Special lobby exploitation was arranged at the Centre Theatre, Ottawa, by Manager Don Stapleton for the presentation of "Winners of the Wilderness" during the week of April 11 in the exhibiting of a new Pontiac automobile bearing the sign: "Chief Pontiac, Winner of the Wilderness."

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Colleen Moore Leads With Fan Mail

Clara Bow Comes Second

It is reported that Colleen Moore leads in the receipt of Fan Mail, which means "letters from customers," averaging about 15,000 letters a month. So reports "Variety."

Clara Bow runs second to the First National star, averaging 11,000 letters per month.

Richard Dix leads the "male of the species" with James Hall of the Famous Players coming second in Fan Mail popularity.

Norma Shearer leads at the Metro-Goldwyn-Mayer studios, receiving about as much Fan Mail as John Gilbert.

Lon Chaney, however, is the Fan Mail Prize Winner of Metro-Goldwyn-Mayer.

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"Roxy" Himself, Guest M.P.T.O.A. Convention

Will Address Exhibitors at Columbus

S. L. Rothfel (Roxy himself), the Managing Director of the new Roxy Theatre in New York, the world's largest and most artistic playhouse; and by popular acclaim considered one of the greatest Motion Picture showman, will be the guest of the Motion Picture Theatre Owners of America at the Eighth Annual Convention of the National body in Columbus, Ohio, on June 7th, 8th and 9th.

Roxy is known to thousands personally as he is one of the most congenial and approachable of men. He is known to countless millions through the sound of his radioed voice with which, through a species of psychology known only to himself, he couples so much of his personality that all who hear him believe they also see him and meet with him.

In the face of business obligations which are of the seemingly overwhelming kind and with the call of hundreds beating on his ear drums soliciting his attention, he clearly visualizes the great international importance of the Motion Picture Theatre Owners of America Convention and will speak at the Convention sessions and at the banquet.

Theatre Owners from all over the nation will be interested in the wonderful message Roxy will bring to them. He is a phenomenal success. He is clearly the man of Destiny within the Exhibitors division of the business. With him nothing is impossible. He has the vision, the ability and the energy necessary to comprehend and meet every situation. When National President R. F. Woodhull succeeded in inducing Roxy to come to the Columbus Convention he performed a service for the Exhibitors.

Roxy will tell Exhibitors how he succeeds. He will transmit to them elements of that dynamic force which literally drove him to the highest pinnacle in Motion Picture presentation.

BEBE IN SWIM

Bebe Daniels will appear in a feature for Famous called "Swim, Girl, Swim," an original story directed by Lloyd Conigan, directed by Clarence Badger.

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"Roxy," S. L. Rothafel, the Industry's most publicized "showman."

H. M. THOMAS RETURNS TO WINNIPEG FOR VISIT

H. M. Thomas, divisional manager west of the great lakes for Famous Players Canadian Corporation, visited Winnipeg for two days, April 1 and 2, and received a warm welcome from his hosts of friends in Winnipeg. Mr. Thomas is a resident of Vancouver from which city he directs the theatres in the western chain. He announced that he is arranging for the transfer of the two leaders of the orchestras in the Winnipeg and Vancouver Capitols for a two month period. Mr. Earl Hill going to Vancouver, and Calvin Winter going to Winnipeg. Syd. Barnes, the Winnipeg state announcer, will also go to Vancouver for the short period. Mr. Thomas since going to the coast four months ago, has bought seven theatres in Vancouver for the Famous Players' chain.

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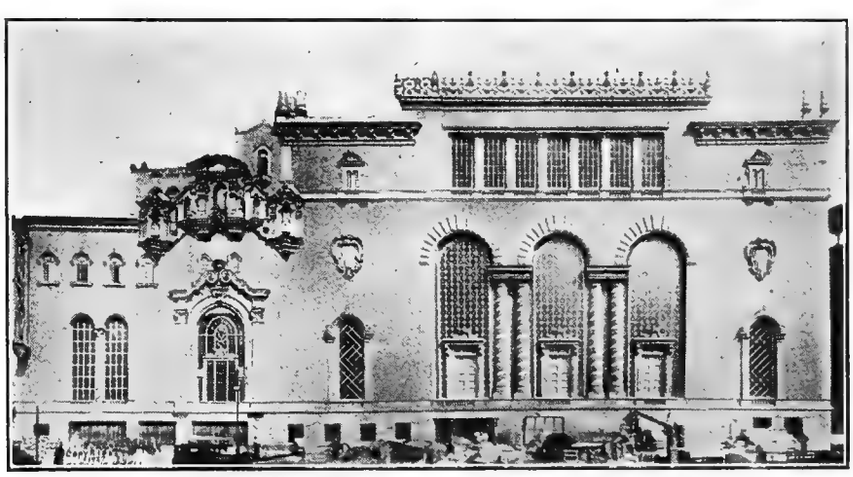
Winnipeg Picture Notes

(Special to The Digest)

Colleen Moore in "Orchids and Ermine," filled the Capitol Theatre in Winnipeg the week of April 4th to capacity and was followed by "The Fire Alarm," one of the most thrilling and stupendous productions seen here in years. This also drew great audiences. The feature presentations under the direction of Norman Code, a stage director, and Earl Hill, musical director, were very striking and harmonious in every detail with the pictures showing. The annual fashion show and parade were given the week of March 26 in conjunction with a fashion show picture.

* * *

At the Metropolitan Theatre, Winnipeg, "One Increasing Purpose," from Hutchinson's novel was voted one of the most entertaining pictures of the season.



"Roxy's" Theatre, now the property of William Fox, called "The Cathedral of Motion Pictures."

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Round About the Studios

"Dance Magic," Robert Kane's next picture for First National release, is scheduled to go into production this week at the Cosmopolitan Studios, New York.

Ben Lyon has the leading male role with a supporting cast headed by Barbara Stanwick, Louis John Bartels and Joyce Collyer.

"Dance Magic" is the screen adaptation of Clarence Buddington Kelland's recent serial of the same name.

Wallace Beery is record-holder in the high jump of the American screen. He cavorted on the bottom of the ocean in submarine scenes of "We're in the Navy Now," and then jumped to the tops of mountains of the Alps for scenes in his forthcoming Paramount picture, "The Big Sneeze."

Bobby Vernon "tells it to the judge" in "Jail Birdies," his latest comedy for Educational, which is being released in April. Arrested for speeding, Bobby has to explain why he was traveling so fast to Tom Dempsey, who plays the role of police judge.

Marie Prevost and Venus de Milo are reputed to possess the "most perfect ankles." How about the part around which Marie wears "Gertie's Garter" for P.D.C.?

"The Road to Romance," the Chas. R. Rogers production for First National release, is scheduled to get under way soon with Jack Mulhall and Dorothy Mackaill in the featured roles. Rex Taylor is writing the continuity.

Phyllis Haver will complete a featured part with Emil Jannings in "The Way of All Flesh" in time to face the cameras for "Aunt Mary" for P. D. C.

Alec B. Francis, star of "The Music Master," a Fox feature.

"Frisco Sally Levy" is Sally O'Neil's next for Metro-Goldwyn-Mayer.

Cameras have started grinding on "The Phantom Flyer," the third of the series of air thrillers starring Al Wilson under the Universal banner and the picture will be completed in about a month, according to word from Universal City.

Wilson is recognized as one of the most daring aviators of all time and the stunts he enacts before the camera are said to be far more thrilling than any ever seen in a motion picture.

Bruce Mitchell is directing the series and Wilson is supported by a well-known cast of players.

Final shots have been made on "The Poor Nut," the Jess Smith production for First National Pictures. Jack Mulhall and Charlie Murray have the featured roles in this picturization of the well known stage play. Richard Wallace directed.

Dorothy Gulliver, the winsome little brunette who will be remembered for her outstanding work in Universal's "Collegians" series of two-reel comedies, has cast aside her campus togs for the more mannish attire of a rough-riding cow-girl and will be seen in the feminine lead opposite Fred Humes in a series of western films for Universal under the direction of Edgar Lewis.

Mary Brian is scheduled to be leading woman for Richard Dix in his next Paramount picture, "Who's Your Friend?" soon to go into production.

While in the east, Miss Brian played in two pictures in quick succession. The first was in "Knockout Reilly," opposite Richard Dix. As soon as this was finished she went into the principal feminine role in W. C. Fields' latest starring picture.

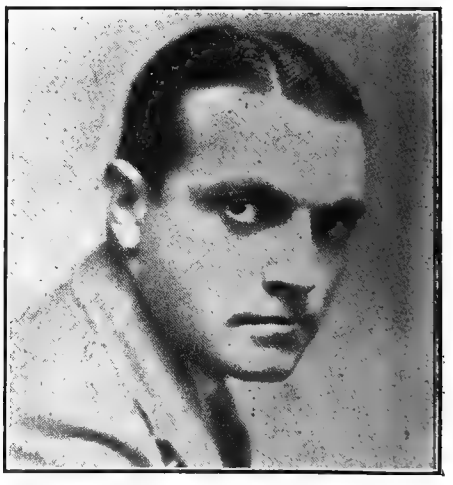
"Big Boy," three-year-old star who has played the principal comedy roles in Educational-Juvenile Comedies in the 1926-27 season, is considered such a versatile player even at his age and such a favorite with comedy fans that he will have a series of comedies named after him. Announcement of this has been made by Educational, which will star "Big Boy" in a series of eight Big Boy-Juvenile Comedies in 1927-28.

Harry Fischbeck, photographer of "Sorrows of Satan," "Monsieur Beaucaire" and "Aloma of the South Seas," has been assigned as chief cameraman on "Rolled Stockings," which is soon to go into production under the direction of Richard Rosson at the Paramount West Coast Studio.

The title of the Sam Rork production for First National release, known as "His Son," has been changed to "Pierre of the Ritz." John Francis Dillon is directing this forthcoming Liberty Magazine story, by Garrett Fort, entitled "The Prince of Head Waiters," and featuring Lewis Stone.

"Dearie" is announced as the title of the next story in which Irene Rich will star for Warner Bros. Anthony Coldeway is now busy preparing the scenario and Archie Mayo, a recent acquisition to the Warner directorial staff, has been chosen to give megaphone instructions.

The star is just completing her latest vehicle, "The Climbers," with a strong cast in the support. Forrest Stanley, Flobelle Fairbanks, Anders Randolph, Clyde Cook, Nigel Barrie, Martha Franklin and Max Barwin are a few of the box-office names included in it.



Richard Barthelmess, who recently scored in "The White Black Sheep," for First National.

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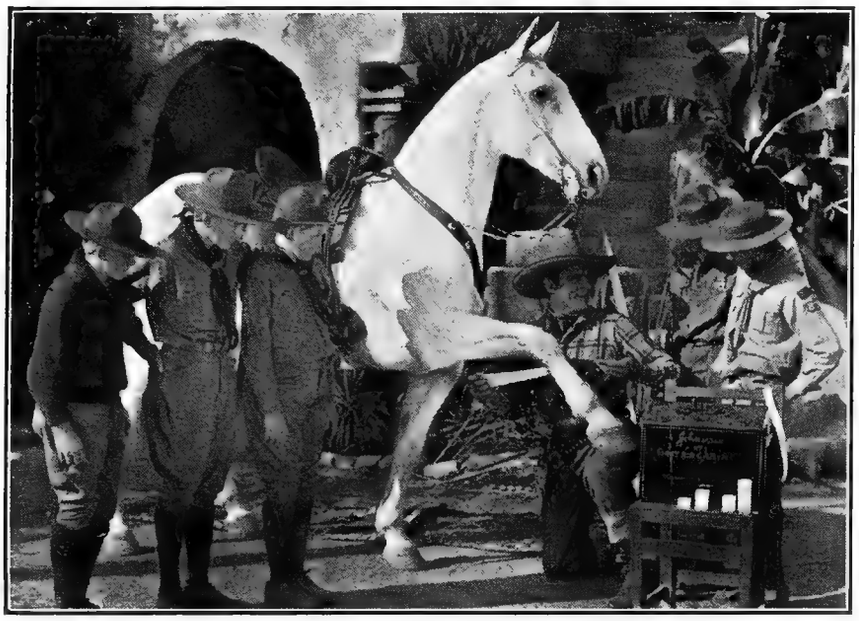
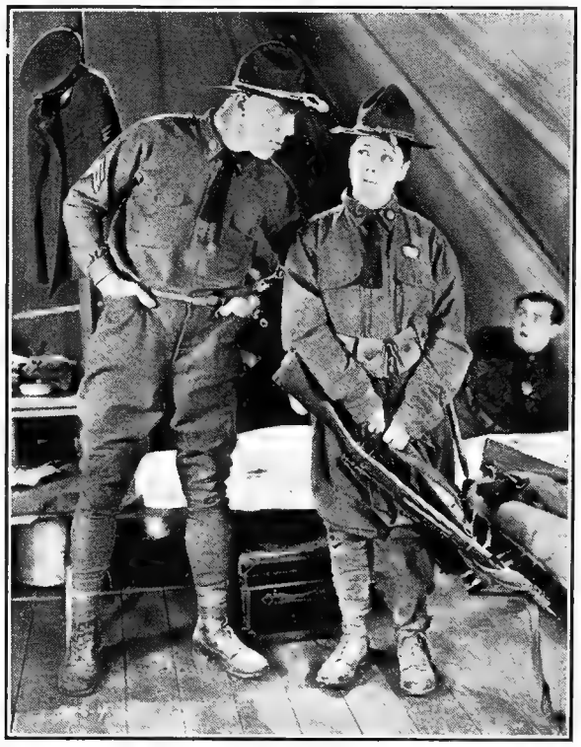


A scene with Silver King and Fred Thomson, both Greater F. B. O. stars, in "A Regular Scout."

Marceline Day, feminine lead in Metro-Goldwyn-Mayer's "Rookies."

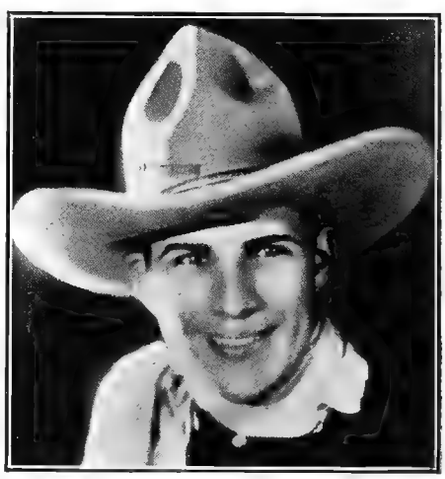
Lewis Stone, First National's ever-dependable star, appearing in "An Affair of the Follies."



Laying down the army law in Metro-Goldwyn-Mayer's "Rookies," with Karl Dane and George K. Arthur.

William Boyd, of "Volga Boatman" fame, is starring in "The Last Frontier," for P. D. C.

Scene from First National's big hit, "Orchids and Ermine," with Colleen Moore "the hit."



Tom Tyler, star of "The Sonora Kid," for Greater F. B. O.

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Director, J. Leo Meehan.

GENE STRATTON-PORTER'S LADDIE

★ These figures are correct.

Gene Stratton-Porter's previous work, "The Keeper of the Bees," was the champion box-office magnet of 1926, by exhibitor vote.

Today its draw is greater than ever—look at the cast:

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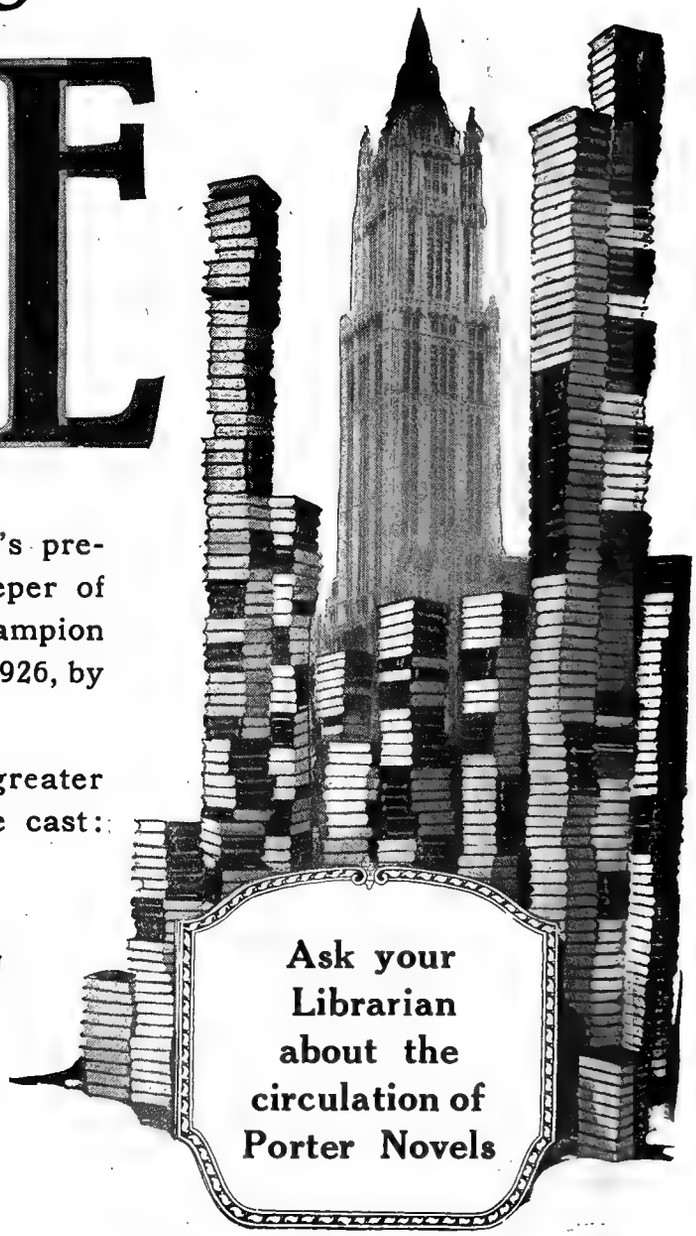
ROBERT FRAZER
GENE STRATTON
ALYCE MILLS

DIRECTED BY
MASTER SHOWMAN
J. LEO MEEHAN



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Vol. 18, No. 51. TORONTO 2, CANADA April 23rd, 1927

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A SAM WOOD *Production*

"ROOKIES" follows closely the big success of "FLESH AND THE DEVIL" "TELL IT TO THE MARINES" "SLIDE, KELLY, SLIDE" *all* M-G-M *hits.*

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CONVOY
The one great drama of the British Navy in the World War

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Miles ahead of the finest drama you've ever seen

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The idol of millions plus a Saturday Evening Post story

CHARLIE MURRAY and GEORGE SIDNEY
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Puts every previous war comedy in the shade

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The others quiver while we deliver---5 sensational money-getters that will give old man Summer the icy stare and have you picking profits from an extra crop from

FIRST NATIONAL

Hit After Hit—Week After Week—Year After Year

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from VARIETY April 8th

For the past six months Colleen Moore has been the leader among the picture stars who receive fan mail. Miss Moore's mail during that time has averaged 15,000 letters a month while she has been sending out an average of 12,000 photographs every four weeks.

The greatest box office star ascends in popularity

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in
IT MUST BE LOVE

in
ORCHIDS AND ERMINE

Coming in
NAUGHTY BUT NICE

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Year After Year
from

FIRST NATIONAL

FIRST NATIONAL PICTURES

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PATHE NEWS

Canadian Edition

Exhibitors just now are being flooded with a torrent of words extolling the virtues of this and that news reel that is **"going to be."** The news reels **"that are"** will be eclipsed and all but put out of business.

These would-be-purveyors of the world's news in pictures would have exhibitors believe that a news reel can be produced with no more preparation than would be required for an ordinary single reel subject.

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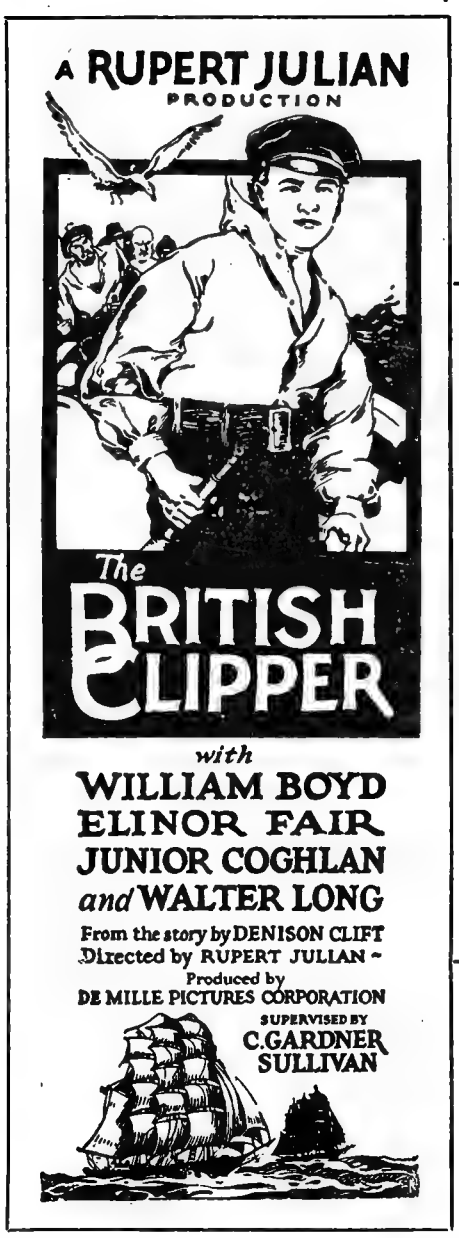

JETTA GOUDAL
in
"White Gold"
With KENNETH THOMSON and GEORGE BANCROFT. Adapted by Garrett Fort and Marion Orth from the play by J. Palmer Parsons
Supervised by C. GARDNER SULLIVAN
A WILLIAM K. HOWARD Production
Produced by De Mille Pictures Corporation

Regal Films Limited

Toronto - Montreal - St. John - Winnipeg - Calgary - Vancouver

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RAY LEWIS
Editor and Managing Director
GEORGE C. WILLIAMS
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Double Bills

RAY LEWIS

SOME TIME AGO there was an agitation in Toronto in respect to double bills; and a signed agreement by exhibitors that the doubling of feature pictures, which received presentation at the downtown theatres of Toronto, should be discontinued.

Recently it appears the "double feature" system has been again introduced generally; and during one week in Toronto, not less than about 28 neighborhood theatres presented double features, pictures that had already been presented at first-runs and as specials a little earlier in the season.

All the theatres reported an increase in business. The programme at some of the theatres included, double features, comedy, news reel and vaudeville, and all for 15 cents plus the tax.

It looks as if this system is going to be "great" for distributors, providing the production schedules are not cut down; and there are enough pictures to take care of the double feature system. It may mean that the programme picture for double feature purposes may be exploited.

Take for example a certain zone in Toronto in which there happens to be five theatres within a one mile radius of each other. The double feature will necessitate 10 features for this particular zone. Providing these features are available, plus the necessary prints to keep the features working, where is the revenue, at 15 cents admission, to be obtained by the exhibitors to cover a double feature presentation, plus the other trimmings?

Will distributors find it profitable to keep up the production schedule as in former years, increase their number of prints and accessories to take care of double feature distribution at a reduction in prices for these features? No exhibitor can afford to pay the full price for his territory for each double feature he presents.

If the distributor finds his prices must remain fairly stationary, how long can the exhibitor last with this added expense to the weekly expense account? And if the producer cuts his prices down to meet such a situation, is he not jeopardizing the market value of his Trademark?

There is a remedy in an increase of admission; and yet another situation presents itself in connection with the public; and that is how much more can a motion picture theatre give its patronage? Will not the public continue to demand more and more?

Will not the public become satiated with too much of a good thing? Will the public compare the features, one with the other, to the disadvantage of the one which does not stand up in comparison with the sister feature?

Will exhibitors be showmen enough to avoid the booking of two plots, or settings which are similar?

These are questions which all present themselves; and in analyzing the situation it occurs to me that if it is necessary to double feature in order to build up business; and it is not expedient to advance prices of admission; the theatre owner would be much better off splitting his week up into a three changes a week regime; and trust to getting his patronage two or three times a week on the new programme presentation, where previously a full week or three day feature policy prevailed.

It leaves your public in a healthier entertainment state of appetite. It is quite likely to prove a draw in your neighborhood, stimulating business on certain days that are generally weak; and it keeps your programmes more diversified; and more in keeping with the price of admission.

Incidentally, will not the downtown houses, which operate under such a weighty expense, be less likely to suffer in competition under the three-a-week feature policy, than under the double feature regime?

No one feels like spending car-fare and time, trailing downtown to see a picture at 30 or 50 or 75 cents, when they can see this feature plus another around the corner of their own domicile.

Ray Lewis

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Ray Presents

I HAVE a letter from Mr. Will Hays in connection with the Motion Picture Lectures at Harvard.

Mr. Hays states "There is, of course, no doubt as to the value of this series of lectures. Already they have stimulated a great interest in motion pictures not only at Harvard but at other institutions and this interest is certain to result in good."

* * *

I AM also in receipt of a letter from Mr. Marcus Loew in connection with the same issue. Mr. Loew is very enthusiastic about the Harvard experience which he believes cannot help but reflect to the good of the Industry as well as the institution which was progressive enough to recognize the power of the screen.

* * *

It is a compliment to the intelligence of our Industry to quote Mr. Loew as follows, "I can only say that I got a great kick out of my visit to Harvard."

* * *

AS LONG as the heads of our Industry can get a "kick" out of a Harvard contact, the rest of the world need not worry about the intelligence of the screen.

* * *

If education gives man a sense of superiority over his fellowman, an arrogant attitude towards the appetites and routine of living, education has failed to educate.

* * *

WHEN men, like Marcus Loew, who have been educated in the University of Life, the University of "Making Good," when these are alive to the mellowed intellectual contact of an academic institution, we, who recognize them as the supreme showmen of our Industry, begin to realize that these are very well educated indeed.

* * *

I HOPE that the Industry in Canada will never arrive at a stage where motion pictures will be subjected to, approved and stamped classifications.

* * *

"What is one man's meat is another man's poison," and the greatest good to the greatest number should be the rule.

THE INDUSTRY of Motion Pictures is an adult Industry in its art, and its commercial enterprise.

* * *

It is not a Kindergarten undertaking. It has been called upon to play an adult part in every humanizing and civilizing development of our present civilization. It is unquestionably progressing more wholesomely in every branch of its endeavors. Such positive proof needs no chain and iron ball arrangement to make it conscious of its responsibility.

* * *

The guiding spirit of this Industry is directing it along constructive lines; and this Industry should be permitted to exercise the same privileges which is afforded other arts and Industries.

* * *

NO ARTIST is subjected to a classification of his work as "Fit for adults only;" and in the world of Trade and Commerce, of Industry, where will you find product which is labelled "For adults only?"

* * *

THE Uptown Theatre, Toronto, would have had the perfect show classification from beginning to end, with its Hal Roach comedy which showed "The Gang" seeing the world, the "Everymother" presentation by Jack Arthur which was a gem and Wallace Beery in "Casey at the Bat." One feature was the flaw, the introduction of the "Duo Art Piano" which advertised Mason and Risch and did not present a novelty, in fact it spoiled an always anticipated pleasure, an overture by the Uptown orchestra which certainly is a treat to listen to.

F. B. O. Films In First Run Houses

H. C. Cohen, manager of the F. B. O. exchange in Los Angeles, closed with the Plaza Theatre, San Diego, for a first run showing of "The Magic Garden" for the week of May 7th, and with the Superba Theatre, San Diego for a first run on "The Gorilla Hunt," for the week of April 23.

Educational Signs Dwarf

George Atterbury, a dwarf who is just out of his 'teens, has been playing supporting roles in recent Educational-Cameo Comedies. His first prominent part will be that of an assistant to a hungry ham actor in "Hot Soup," a Cameo Comedy to be released in April. Atterbury was brought to this country from England by Lupino Lane, star comedian who appears in laugh pictures made at Educational Studios.

SHORT TALKS
ON
SHORT FEATURES

Strength-- And Insurance

Centralizing the command of the allied armies helped to hasten victory. Centralization of authority makes for strength in business just as it does in war.

The position of *Educational Pictures*, and their ability to serve you, the exhibitor, have just been materially strengthened by a step in this direction. With the establishment of a new corporation—EDUCATIONAL PICTURES, Inc.—the producing units making more than half of *Educational's* short features product are consolidated with the distributing machinery. All are now under one command.

For seven years *Educational* has been serving you faithfully—with the highest type of short features product on the market. That should be insurance enough for the 13,000 theatres that look to *Educational* for "the spice of the program." But here is still further insurance—a policy guaranteeing you a continuance of the best the market affords; giving you added assurance that *Educational* will "deliver" on its bigger plans for the next year.

E. W. Hammons
President

EDUCATIONAL
FILM EXCHANGES, Inc.

Educational Pictures
"THE SPICE OF THE PROGRAM"

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TORONTO THEATRES

REGENT — "McFadden's Flats," with Charlie Murray and Chester Conklin—First National. Class A comedy. The two Mac's are great and "McFadden's Flats" is enjoying a three week's run at this theatre. The genuine humour and human situations which make the story, together with the laugh-provoking titles, are registering with the public.

UPTOWN — "Casey at the Bat," with Wallace Beery — Paramount. Class A comedy. This feature is a genuine treat. What Hamlet would have designated as "a hit, a hit, a palpable hit." Beery's technique as a comedian is greater than his technique as a "batter," according to my baseball knowledge, but even if he is no Babe Ruth at the bat, the story says he is and then some, you are so busy looking at Beery, his marvellously expressive face, that this is all that matters. Beery can thank God for giving him such an elastic countenance, a face that can express any emotion and get the same reaction from you. In "Casey at the Bat," Beery certainly has a "great part," the kind of one that an actor would call "fat," and Beery gets every bit out of it. Zasu Pitts as his sweetheart, makes an appealing picture. She is an excellent type and her work throughout was marked by artistry. Her sincerity of interpretation brought out all the high lights of comedy and pathos. Ford Sterling, as Dude O'Dowd, also did his big bit towards making the picture a hit. The story is localized at Centreville where "Casey" is the star of the home team when he is not gathering up "junk." His fame reaches the Big City and an offer to join the Giants brings him there at the date of the Floradora Sextette fame, the introduction of which registered. He is to play with the Giants (New York) against Pittsburgh, but is double-crossed by a couple of villains, who, land in the hands of the law for their double-dealing. "Casey" makes good with his team after it has been found out "the ball was a loaded bouncer;" and with his "gal" who follows him to the Big City in order to save him from "wild women and too much liquid refreshment." The story was adapted by Reginald Morris and Monte Brice from the well-known poem by Ernest Lawrence Thayer called "Casey at the Bat." Monte Brice directed the picture so well that he not only sustained the interest, but built up the comedy. Three incidents which appeared to have no connection and no place in such a real comedy were the incident of the "Pickanniny" in the junk bag, the near-loss of Casey's trousers and the bad smell in connection with him. A woman had to stretch her imagination sufficiently to love "Casey" in his junk attire without the handicap of the odor. Forgetting these few flaws "Casey at the Bat" makes a Home Run for the box-office and for entertainment qualifications.

TIVOLI — "The Sea Tiger," with Milton Sills — First National. Class A. Milton Sills again registers his ability to look and act the parts selected for him. In "The Sea Tiger," he is a Spaniard who loves and fights with all the ardour and impetuosity of this particular environment. He has not had such a big chance to register his virile ability since his advent in "The Sea Hawk." The story is an adaptation of "A Runaway Enchantress" by Mary Heaton Vorse. The adaptation by Carey Wilson. The plot involves two brothers, of the Canary Islands, Carlos and Luis, who are in love with the same girl. They fight for her, but Luis gives up the girl to Carlos, terrified by his belief that he has killed his brother. The girl taunts the compassionate brother; and to get Carlos out of the way she sends him across the bay in his sloop with a storm raging. This finishes Lulu, the girl for Luis; and he starts off to the rescue of his brother, and ends up by marrying his first love. The action is rapid and the thrills are numerous. The director, Francis Dillon, has built up his climaxes like a pyramid until a peak of suspense is reached. The comedy finish is a clever bit; and avoids an anti-climax. Mary Astor as the first love is very good, Larry Kent, as "Carlos" the brother, makes a strong opposite to Sills, while Alice White as the "Lulu" of their fighting desire" is excellent.

PANTAGES — "The Fire Brigade," with Charles Ray, and May McAvoy — Metro-Goldwyn-Mayer. Class A. Is a real old-fashioned melodrama with modern ideas. William Nigh directed the picture to get the very best out of its possible thrills; and that he was successful is evidenced by the fact that this is the first time I have ever seen such a line-up at Pantages, Toronto. Young and old, a human stream that travelled along for blocks both ways. The story deals with the love of a fireman for a lady of quality and the heroic spirit of a mother. The big punch, which is photographed in colors, is the scene which reveals the orphanage on fire; and the old fireman, long considered as useless as his old-fashioned fire-apparatus, speeding through all the motor-driven traffic to the scene of the fire; and arriving there ahead of all the latest time-saving modern fire-fighting apparatus. Whew! but you hold your seats and your breath, you reveal that after all you are only a grown-up child; and you let out a whoop of rejoicing when the old fire-fighting horse and his driver arrive there first. Such a climax would make any picture, and "that isn't the half of it," there are many more thrillers that give you the pleasurable shocks the world is today looking for. If your audience doesn't get a "kick" out of "The Fire Brigade" it is because your audience is past the thrilling stage; and needs more than "monkey-glands" to revive it. The cast is a thoroughly good one. Charles Ray does excellent work, but Bert Woodruff, as his "Grand-dad" of course, has the big situation to make him the real hero, aside from this he is such a genuine type that his work registers as particularly outstanding. May McAvoy has not much to do although she is featured. Eugenie Besserer as the sacrificing mother contributes her share nobly and Tom O'Brien and Warner Richmond, two other grand-children, share in the honours of good acting. The International Association of Fire Chiefs co-operated and the film is a splendid tribute to their heroic service to mankind.

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and the ladies are going to love!

oofs. Barking Guns. Hair-raising Thrills.
Romance---and more in this Slashing
Outdoor Special.

andsome He-Man Screen Find Wins
Spurs in this Rip-Roaring Western.

w Name to bring Your Box-Office
Fame

with

y Jewel and El Brendel

Directed by JOHN WATERS

---

n be Booked NOW from Your Nearest

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BRITISH WORLD WAR VETERANS FOR PARAMOUNT

To the tune of "God Save The King" and "The Campbells Are Coming," more than one hundred British World War veterans marched with rifles on their shoulders for the first time since the signing of the Armistice.

The men were rounded up in Los Angeles recently to participate in the behind-the-lines scenes for Rowland V. Lee's new Paramount production, "The Whirlwind of Youth." Featured in the cast of the photoplay are Lois Moran, Donald Keith, Alyce Mills, Vera Voronina, Gareth Hughes and Larry Kent.

Theatres Hull Closed On Good Friday

Out of respect to the religious aspects of the day, all three theatres in Hull, Quebec, were closed on Good Friday, these being the Laurier and Eden Theatres, the proprietor of which is Donat Paquin, and the new Capitol Theatre, of which Joseph Paquin is the proprietor. The theatres were closed all day.

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LILLIAN GISH AGAIN STARS WITH LARS HANSON

One half hour between every scene to "de-sand" is the strange time allowance in the filming of "The Wind," Metro-Goldwyn-Mayer's new Lillian Gish starring vehicle.

Between every scene before the camera the players are given half an hour to extract sand from eyes, noses, and brush dust off their clothing. This allowance forms a regular factor in the fficial studio estimate of time of production.

Every scene is played in a high wind, whirling sand into the faces of the actors. The interior scenes, even, have the same drawback — every time a character enters, opening a door, the sandstorm whirls in with him; each time a window is opened "wind machines" hurl dust into the set.

The director, cameraman, and technical helpers all wear goggles to protect their eyes, and overalls which cover their other garments, but the players, of course, cannot wear these, hence the "de-sanding" time allowance.

Miss Gish plays a delicately nurtured Southern girl thrust, through the death of a relative, into the rigors of the Texas wind country. The cast is a notable one, including Lars Hanson in the leading male role, Montagu Love, Edward Earle, Dorothy Cummings, and others of note.

The havoc played by the wind is the central theme of the drama, and the wind is always present in the scenes. The exteriors will be taken on a bleak location in the Mojave Desert.

Milton Sills Has Difficult Role In "Hard Boiled Harrigan"

Now that he is nearing the completion of "Diamonds in the Rough," his current production for First National, Milton Sills is beginning to study the difficult and tremendously powerful character he will be called upon to portray in the name part of "Hard Boiled Harrigan," his next picture.

Ray Rockett is producing "Diamonds in the Rough," and Wid Gunning will produce "Hard Boiled Harrigan" which was adapted by Carey Wilson from a story by Elliott Springs. The character is that of a chap who goes overseas during the World War. He is typical American of his class — the ready to fight or ready to drink with any man sort. He is hard as nails, but in matters of the heart, in affairs with women, he is a child.

Theatre Decoration

is next in importance to good pictures. You will get "bigger houses" if the public find in your Theatre that harmonious atmosphere of restfulness necessary for complete relaxation. Entrust the decoration of your Theatre to

J. O. DOUGALL

Theatre Decorating Specialist

292 Borden St.—TRinity 3794—Toronto

Nat. Board of Reviews Recommend 30 M-G-M.

Signal honor was accorded the Metro-Goldwyn-Mayer studios in the past year by the National Board of Review and its affiliated organizations, which have listed no less than thirty Metro-Goldwyn-Mayer productions in its catalogue of desirable entertainment of the past season.

The catalogue, which is issued for the information of schools, colleges, and others anxious to keep in touch with selected pictures, chooses its listings by judging merit of production, entertainment, and freedom from objectionable details, and for a picture to be included in this group is one of the highest compliments which can be paid a screen play.

Among the pictures listed are "Bardleys the Magnificent," "Battling Butler," "Ben Hur," "Beverly of Graustark," "The Blackbird," "Brown of Harvard," "The Devil's Circus," "Exit Smiling," "The Exquisite Sinner," "The Fire Brigade," "The Flaming Forest," "Flesh and the Devil," "The Great Love," "The Torrent," "La Boheme," "Lovey Mary," "The Magician," "Mare Nostrum," "Tell It to the Marines," "The Scarlet Letter," "Paris," "The Temptress" and many others of the year's schedule.

Paramount Shorts Include 208 Subjects For Release

Paramount's short feature department will have 208 subjects for release during the coming year, according to an announcement just made by Emanuel Cohen, director of short feature production.

In addition to the 104 issues of Paramount News, which go into the theatres twice weekly, there will be 26 Krazy Kat cartoons produced by Winkler Pictures, Inc., and 26 Out of the Inkwell cartoons produced by Out of the Inkwell Films, Inc.

The Winkler company also will produce five novelties and five short comedies and comedy dramas.

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Bill Fredericton, N.B. Prohibit Child Attendance

No Child Under Fifteen Unless Accompanied by Adult Can Attend Motion Picture Shows.

Fredericton, N.B.—Previous to the Easter Recess, the Legislature, sitting in committee of the whole, completed consideration of several bills and recommended them for a third reading.

The bill of interest to film managers was an amendment to the Theatres, Cinematographs and Amusement Act which prohibited the attendance of children under the age of 15 years from motion picture shows where admission fees are charged, unless they are accompanied by an adult. Premier Baxter, in submitting the bill, which was read twice on the ground of urgency, said that this section was omitted from the bill last year, but that he felt its enactment was desirable in view of recent theatre tragedies. The bill was approved and reported.

The replacement of this clause in the Theatres, Cinematographs and Amusement Act regarding attendance of children, unaccompanied by adults has caused much interest among theatre owners and managers, it is said. It is not known as yet whether representation will be made to the Premier and his ministry asking for modification of the ruling.

The clause in the original Act named sixteen years as the youngest age at which a child could attend the theatre unaccompanied by an adult. This clause was later stricken from the Act but it was stated that its replacement is in conformity with similar legislation all over Canada.

It is possible that the Government may be asked to amend the clause to allow children of fifteen and over to accompany younger brothers and sisters to theatres on matinee occasions instead of the adult named by the clause in question. It was felt that as the law obviously stands for the physical protection of the children this compromise would eliminate a hardship which some managers would feel if the strict letter of the law now at its record reading is passed.

Since the disaster in a Montreal theatre, special attention has been given to prevent underage attendance. In some cases this ruling has increased the size of audiences, as adults have attended with younger members of the family. It has been stated that theatres located in smaller cities and neighborhoods would be most affected by the age limit ruling.

Last Minute News

School teachers of the feminine gender met recently at Hygeia House, Elm St., Toronto, for a private showing of a health film called "The Gift of Life," arranged by the Division of Education of the Canadian Social Hygeine Council. Principal C. L. Fraser addressed the assembly.

Capitol Theatre, formerly Star, of Aylmer, Ont., was formally opened and press concede it a great credit to the community. Ed. Johnson is the owner.

V. W. Merchant, Manager of the J. & F. Merchant Co., and John Connor, managing owner of the Savoy Theatre, Glace Bay, N. S., have jointly purchased the Ein Block site, adjoining the property of the Merchant Co. Construction will involve buildings and theatre.

Mary Hay, ex-wife of Richard Barthelmess, is the bride of Vivian Bath, wealthy British rubber merchant of Singapore. Miss Hay states she will take up her residence in Singapore.

A theatre cashier of a Yonge Street theatre, Toronto, was found in her apartment house on Carlton Street, stabbed. The wound had been inflicted with a paper knife.

Mazo De La Roche wins Atlantic Monthly $10,000 prize for Canadian novel, in Ontario setting, named "Jalna." 1,200 competitors, comprising notable literary figures of the day, were in competition.

Captain Bairnsfather's latest book, "Carry On, Sergeant," will be produced by the British Empire Films, Ltd., an entirely Canadian company not in affiliation or subsidiary to the British Empire Films of London, England. Bairnsfather arrives in Toronto this week and will go to Trenton, Ont., to remain during the production of his story.

Newspaper postage reduction bill came up for its third reading on the floor of House of Commons. A protest by Speaker Lemieux against a certain type of "pornographic" papers from the United States was lodged. The contention was that these were injurious to the youth of Canada.

Eastwood Theatre, on Gerrard Street, Toronto, opened its doors on Monday last. This is Alderman Summerville's theatre.

Gaiety Theatre, Star City, Sask., was gutted by fire. No spectators in theatre at the time.

Health Board of Guelph, Ont., issues order preventing attendance of children under fourteen years of age, for the next thirty days, owing to scarlet fever outbreak. No public schools or educational institutions where attendance of children prevails comes under this order.

Laurence Stuart, formerly manager of the Regent Theatre, Toronto, a Famous Players' downtown house, has become manager of the Regent Theatre in Sudbury, Ontario.

Messrs. Sheehan and Mix Place a Cupid Bet

Five Fox Bachelor Stars Will Decide Who Wins One Thousand.

Winfield R. Sheehan, vice-president of Fox Films, and Tom Mix, ace of Western stars, have entered into a most unusual wager. The bet is for one thousand dollars and the decision hinges on the fickle thread of feminine charm and its power to overcome the resistance of five of the most eligible bachelors in Hollywood.

"Who will be the first to fall?" is the question in point.

Fox Films has under contract five of the most eligible unmarried actors in the motion picture colony — all handsome, appealing, virile young men on the silver screen. They are George O'Brien, the athletic star, who has just completed "Sunrise," F. W. Murnau's biggest picture; Charles Farrell, the self-esteemed Chico in "7th Heaven;" Richard Walling, whose role in "The Midnight Kiss" gave him his place in the cinema sun; Barry Norton, of "What Price Glory" and Clifford Holland, who makes his first prominent screen appearance in "Rich, But Honest."

Mr. Sheehan bets that not one of these five heart breakers will be married within a year. Tom Mix wagers that at least two of them will embrace the holy bonds of matrimony. The time involved in the bet is from April 1, 1927, to April 1, 1928. There is no significance in the fact that the wager starts on April Fool's Day, unless only one of the actors is married in that time. In that case it will be a good April Fool's joke on both Mr. Sheehan and Mr. Mix and the stake will be donated to some worthy cause.

The question is: "Who will be the First to Fall?"

Malcolm Campbell Fined

Malcolm Campbell, proprietor of the moving picture theatre at Silver Centre, Ontario, a mining town, pleaded guilty in court to having employed an operator who had no license and also to selling admission tickets without collecting the amusement tax. He was fined $100.00 and cost on each of the two charges under the Ontario Theatres and Cinematographs Act, the complainant being Inspector McNamara of Toronto, representing the Provincial Treasurer's Department. The accused had previously been warned.

Victor Fleming, the man who directed Paramount's "The Rough Riders," is a former automobile racer.

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HELENE CHADWICK AND LIONEL BARRYMORE FOR "KARENINA"

The additions of Helene Chadwick, Lionel Barrymore and Mario Carillo to the cast of "Anna Karenina," Metro-Goldwyn-Mayer's forthcoming vehicle for Greta Garbo, were announced last week by Irving Thalberg.

Miss Chadwick's appearance in the part of Dolly Oblonsky in the adaptation of the Tolstoi classic will be in the nature of a homecoming, as she was formerly starred in such Goldwyn productions as "Dangerous Curve Ahead" and "Scratch My Back." Barrymore has just completed the masculine lead in Metro-Goldwyn-Mayer's "Body and Soul," a dramatic story of the Swiss Alps.

The cast to date for "Anna Karenina," which will be directed by Dimitri Buchowetzki, now includes Miss Garbo, Ricardo Cortez, Helene Chadwick, Lionel Barrymore, Mario Corillo and ZaSu Pitts.

Messrs. Golding & Hogan Regaining Their Health

St. John, N.B. — Mr. Walter B. Golding, Manager Imperial Theatre, is convalescing after a period spent in the hospital. His many friends wish him a complete recovery. A film manager who has also been in hospital is P. C. Hogan, of Famous Lasky, and his speedy recovery is also hoped for.

NEW SAVOY, GLACE BAY DESTROYED BY FIRE

Glace Bay, N.S.—A disastrous fire which occurred here, destroyed the new Savoy Theatre with all its equipment. The loss was estimated at $90,000 with only about $30,000 insurance. The old Savoy Theatre Building was also destroyed.

LOLA ADAMS GENTRY VISITS FILM BOARDS

St. John, N.B. — The Maritime Board of Trade, of which Wallace A. Sault is president, had an interesting visit from Lola Adams Gentry, representing the Will Hays Organization. Miss Gentry conferred with the members and exchanged ideas, getting an insight into the problems which exchange managers have to face. She had come from Montreal and was returning to New York, from there to sail for Cuba. Later she goes to Los Angeles and from there to Lake Springs, Indiana, the last of May to be present at the first conference of Secretaries of Film Boards of Trade.

SPECIAL STUDIO REEL FURNISHED GRATIS

First National exchanges have available for exhibitors 1,500 feet of shots taken in the new studios showing intimate close-ups of the stars at work and play, together with various scenes of pictures now in production. Th immense plant at Burbank is shown in various stages of construction and gives the public inside knowledge on the immense outlay of money and space that is required to produce motion pictures. The film is valuable as a news item in any theatre but is of particular value to exhibitors who play First National pictures with any degree of regularity.

Exhibitors who desire to book the subject should communicate with their First National exchange. There is no charge made for the picture and its running time is about 18 minutes.

Casino, Ottawa, Presents "The Passion"

Manager Leduc of the Casino Theatre, Ottawa, Ontario, presented "The Passion," a religious film depicting the life of Christ, during the week of April 11. This feature, which had the approval of the Roman Catholic clergy, was taken in the Holy Land with a company of French artists.

Ordinarily the Casino offers moving picture attractions along with stock burlesque presentations.

Low, Quebec, Fire Also Destroys Theatre

A rather disastrous fire occurred at Low, Quebec, a lumbering town, 35 miles north of Ottawa on April 12 when seven business buildings were destroyed at an early hour. One of the structures was the local moving picture theatre which was owned by Harry Mencher. This theatre, which had been built last Fall, had a seating capacity of 300. The theatre loss was estimated at $4,000.

The town of Low had been booming in recent months because of the nearby International Paper Company development.

Olive Tell Gets Lead In "Slaves of Beauty"

Olive Tell has been assigned the leading role in "Slaves of Beauty," which is the new title of the screen version of "The Grandflapper," Nina Wilcox Putnam's story, being directed by J. G. Blystone at Fox Films West Coast Studios. The cast includes Earle Foxe, Richard Walling, Margaret Livingston and Holmes Herbert.

Imperial, Ottawa, Continues Part of Brouse Estate

The Imperial Theatre, Ottawa, Ontario, formerly operated by Capital Amusements, Limited, has been reorganized and will be continued by the Brouse Estate which owns the theatre building. J. T. Moxley will continue as manager of the theatre, it is stated. The Imperial was one of several theatres operated by the late Harry Brouse, charter director of First National.

Joseph Pelisek, Leader Capital Orchestra, Ottawa

Joseph Pelisek, conductor of the Regent Theatre Orchestra, Ottawa, for some years, is now leader of the orchestra of the Capital Theatre, Ottawa. Joseph was associated with his brother, the late Rodolph Pelisek, at the Ottawa Regent for many years.

SAM WOOD SIGNS CONTRACT WITH M-G-M

Sam Wood, director of "Rookies," which has been hailed at a special West Coast preview as the comedy sensation of the current season, will continue his affiliation with Metro-Goldwyn-Mayer under the provisions of a new long-term contract, Harry Rapf has announced.

Wood won fame through his direction of many of Wallace Reid's popular racing stories. He also made Red Grange's first photoplay of college football, "One Minute to Play."

"Rookies" presents a new comedy team in Karl Dane, the "Slim" of "The Big Parade" and George K. Arthur, who has played featured comedy roles in Metro-Goldwyn-Mayer productions for many seasons. Wood's first assignment under the new contract has not yet been announced.

St. John Visitors

St. John, N.B.—Recent visitors in St. John were R. S. Bell, Canadian District Manager of First National Pictures Inc., who was conferring with W. Arthur Owens, Manager of the local agency, 27 Prince William Street; the Canadian General Manager of United Artists Corporation conferring with W. R. Golding, Maritime Manager for United Artists, Union Street; and Thomas Brady, Canadian General Manager of the Producers Distributing Company, was in the city at the Regal Films Limited Office, Princess Street, of which A. Smith is Manager.

William Conselman is responsible for the continuity of "The Grandflapper."

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Country-Wide Tie-up for "McFadden's Flats"

Life Savers Limited Will Furnish "Life Savers" Samples For General Distribution

First National has arranged a country wide tie-up with Life Savers Limited, whereby the latter company are making a general distribution of samples of "Life Savers" to the public through theatres presenting First National's special "McFadden's Flats."

The sample consists of a few of the confections in the usual appearing wrapper. One sample package of these is inserted in a transparent envelope which should be imprinted to read: "It's a Life Saver Against Gloom, dates, etc." These envelopes should be passed out to patrons as they leave the theatre on the days preceding the engagement of "McFadden's Flats."

It is understood that the envelopes can be purchased at any good stationery store and that they are supplied in boxes of one thousand each. Imprinting of them can be done locally.

Exhibitors desiring to avail themselves of this excellent publicity should get in touch with the following Division Managers of "Life Savers Limited." Winnipeg and all points West, Mr. M. I. Benford, Western Division Manager, Suite 12D, Maple Apts., Winnipeg. In Ontario, Mr. Guy N. Eidt, 4 Willard Avenue, Toronto. Montreal and all points East, Mr. Chas. Monast, Eastern Division Manager, 222 St. Andre Street, Montreal.

Mr. Eidt who personally directed the campaign for his Company in connection with the Regent Theatre run in Toronto has expressed his desire to actively co-operate with as many exhibitors in Ontario as it is physically possible.

Lew Cody, will soon be seen, "On Ze Boulevarde" for Metro-Goldwyn-Mayer.

Two More Signed By "U" For "Eternal Silence"

Announcement is made by Carl Laemmle, president of Universal, that Burr McIntosh and Otis Harlan have been signed to roles in "Eternal Silence" the Jewel production of the Klondike gold rush, which Ernst Laemmle will direct. Actual production of the picture is scheduled to start this week.

Harlan will play Dr. Bugle in the picture and McIntosh will portray the role of Farrel O'Neill, it was stated. The featured roles are evenly divided between Francis X. Bushman and Neil Hamilton with June Marlowe in the leading feminine role.

Lillian Franklin, Violinist Ottawa Symphony

Manager J. M. Franklin of B. F. Keith's Theatre, Ottawa, Ontario, had more than ordinary interest in the annual concert of the Ottawa Symphony Orchestra. The reason was that his daughter, Lillian, played first violin.

Mavety Film Delivery Service

Delivery of Films to and from Theatre--

For Shipment

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Telephone Main 1881

"McFadden's Flats" Held Over At Majestic, Halifax

The following letter from Mr. J. F. O'Connell, proprietor of the Majestic Theatre at Halifax, sent to Mr. W. A. Owens, Branch Manager for First National at St. John, is a very fine recommendation of the box office power of "McFadden's Flats." Mr. O'Connell wrote as follows:—

"We have just finished a six day engagment of 'McFadden's Flats' on which we did tremendous business and although this picture was originally intended to run only three days, the big demand for tickets necessitated it being held over for three days more, which is most unusual.

"I think 'McFadden's Flats' is the best comedy of the year."

Yours very truly,
(Signed) J. F. O'CONNELL,
Manager.

SURE, WE HAVE A GOOD REPUTATION!

WHY NOT?

We sell the finest line of goods procurable.

Our prices are low in comparison to quality.

Our service is a reality, *always*.

And, we are honest both with you and with ourselves.

That's why we have a ster' g reputation from Coast to Coast.

That's why, to-day, we are Canada's Leading Theatre Supply House.

THE COLEMAN ELECTRIC CO., 258 Victoria Street, Toronto, Ont.

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Premier Brownlee and Theatres Delegation

Exhibitors Appeal Against Bill Marking Pictures "Family"

The Independent Theatre Owners Association of Alberta waited on Premier Brownlee at Calgary, and asked that the proposed legislation for marking pictures suitable for children as "Family Pictures," be not put into effect. They represented, they stated, 100 theatres and an investment of $4,000,000. The claim was made by the theatre men that in the larger centres the public, it was said, would not want to see pictures that were marked "family pictures."

The suggestion was made by the delegation (introduced by George B. O'Connor, K.C., who explained the proposed amendment to the Theatre Act) that instead of having films marked "family pictures" by the censor, and advertised as such, the censor indicate to the film exchange which pictures met with his approval as suitable for children and that a list of such pictures be handed to patrons on request. Further, that the box-office on request answer truthfully, under penalty for not doing so, by telephone or otherwise, as to whether any picture was a "Family Picture" or not. Premier Brownlee questioned members in the delegation closely as to the effect the proposed legislation would have on their business and promised that before the proposed legislation was passed by the Legislature the theatre men would have an opportunity of appearing before the committee having the Bill in charge, where their objections could be stated at length. Among those in the delegation were Maynard Joiner and J. B. Barron, of Calgary, Alta.; W. Pilkie, Vermillion, and the manager of theatres at Vegreville, Red Deer and other points.

WINNIPEG NOTES

Mae Murray in "Valencia" showed that star more vivacious than in her entire career and indicated that she could fascinate by her characteriation as well as by her pretty face and her capabilities as a dancer. The Metropolitan also showed "Beau Geste," the week of April 16 at "dollar top" and drew capacity business at nights and good average audiences at the matinee. The added orchestra, the singing of a quartette and the extra playing all through the picture added to its charm.

Manager Walter Davis had the direction of the house presentation and the advance sale of seats and did the work well, as a showman should.

Government Studio Discussed in Commons

Increased Revenue Makes Studio at Ottawa Self-Supporting.

The Canadian Government Motion Picture Studio at Ottawa was discussed on the floor of the House of Commons recently when Hon. James Malcolm, Minister of Trade and Commerce, announced hat the studio would be self-supporting during the coming year because of the increased revenue throug contract recently secured in the United States for the distribution of the Canadian releases. These contracts had been obtained in Hollywood and Chicago by R. S. Peck, director of the Ottawa bureau.

This was followed by the announcement that the Government studio was being operated along commercial lines, with every film produced by the Department bringing rentals from theatres using them. The Government makes no charge for purely educational reels screened otherwise than in theatres, except to ask for a nominal sun. Films are distributed in the United States and other countries through commercial companies and Hon. Mr. Malcolm declared that there was a very encouraging demand for the Government releases.

Officials of the Canadian Government co-operated with large film producers of the United States for the taking of scenes on Canadian locations, it was stated. The Department assists in this way although receiving no direct revenue for the co-operation, believing that the subsequent publicity for Canada, through the showing of such features throughout the world, was ample recompense. U. S. producing units are extended every possible courtesy in crossing the Canadian boundary and various facilities are placed at the disposal of the companies.

The expenditure by the Canadian Government for its studio at Ottawa during the past year was around $55,000, it was recently announced by Mr. Peck, but more than half of this is counterbalanced through the revenue derived from renals.

MANITOBA LEGISLATURE REMOVED TAX SLIGHTLY

Up To Twenty-Five Cents Only

The Manitoba Legislature has prorogued and the tax on all tickets of 25 cents and over in value is still on. This is no condescension to the theatres outside of Winnipeg where the charge for admission is 35 cents. The government refused to give up $100,000 more of their revenue, having lost $40,000 in taking the tax off up to 25 cent tickets, they said.

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Prince of Wales Attends Performance of "Don Juan"

Cable word from London just received at the Warner Brothers' New York office brings the news that the Prince of Wales attended last week a performance of "Don Juan" and expressed himself pleased with both the production itself and the work of its star, John Barrymore.

In the British metropolis "Don Juan" is drawing excellent business to the Astoria Theatre, Charing Cross Road, where it is established for an extended run.

Uptown Theatre Presentation Specially Good

Jack Arthur presented one of the finest examples of his presentation at the Uptown Theatre last week.

A wood scene, made a most picturesque setting for a gypsy camp. The songs were good and the dancing was snappy.

Miss Florence Rogge never did a better solo dance number than her gypsy one. Incidentally she had a chance to show that she is an excellent little actress also.

The whole presentation had a big theatre magnetism, an air of professionalism about it which was very enjoyable.

I must not forget to offer congratulations on the pot-pourri of musical selections used for the overture which the orchestra presented in spirited style.

The Mack Sennett comedy was specially good and altogether Gilda Gray received her very best chance to be a draw, as far as the show which surrounded "Cabaret" is concerned.

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Round About the Studios

Pauline Stark's latest for Metro-Goldwyn-Mayer is "Women Love Diamonds."

Charles Gerrard has been punished in many appropriate ways for his screen villainy, but this week, for the first time in his variegated celluloid career, he is wearing a ball and chain through a number of scenes. Gerrard is the Nemesis of Milton Sills in that star's current First National production, "Diamonds in the Rough."

Harrison Ford and Phyllis Haver will again be seen together in a new picture. Metropolitan Pictures have just assigned them to "The Rejuvenation of Aunt Mary," a screen version of May Robson's famous stage success in which Miss Robson will bring her beloved character to the screen.

Earle C. Kenton will direct "The Rejuvenation of Aunt Mary" from a scenario prepared by Raymond Cannon.

Out of a total of 650 male extras employed by Paramount for a Folies Bergere sequence in "Wings," the epic of the air, 327 had seen service in France and had visited the famous original in Paris. "Wings" is the story of the American aviator during the War.

Members of First National's "The Patent Leather Kid" company, now on location at Camp Lewis, Washington, are getting their daily papers by airplane from Portland, several hundred miles from the camp. Richard Barthelmess is starred in the picture, which is an Alfred Santell production, under the production management of Al Rockett.

Harrison Ford has just completed the leading role opposite Marie Prevost in "The Night Bride."

A gift that Emil Jannings treasures more than any other he has received since his arrival in Hollywood is a charcoal portrait, executed on the set by James Montgomery Flagg. It shows Jannings in character for "The Way of all Flesh," his first Paramount picture.

"See You in Jail," a First National picture featuring Jack Mulhall with Alice Day and Mack Swain, was enthusiastically received during a week's engagement at the New York Strand.

The picture is described as a whizbang comedy, clean-cut, snappy and with a hilarious story. Mulhall in the leading role is said to offer the best comedy portrayal of his career.

Richard Crawford, the younger brother of Joan Crawford, has been signed by Metropolitan Pictures Corp. to a long-term contract with the intention of grooming him for stellar parts. According to William Seastrom, general manager, young Crawfrd has just about everything a young man can have in the way of screen qualifications.

Under the name of Hal LeSeuer—the Crawford family name—Richard Crawford has been playing small bits around the studios. He first came to the attention of Metropolitan officials when he was cast for a small part in "The Night Bride," Marie Prevost's latest starring feature. He acquitted himself so well in that role that his present contract followed.

Dainty Elinor Fair who is doing excellent work with P. D. C.

Esther Ralston is one motion picture star who owes much of her success to women. Her current picture, "Fashions for Women," was directed by Paramount's first woman director — Miss Dorothy Arzner. Her next starring picture will be "Ten Modern Commandments." This also will be directed by Miss Arzner.

Miss Ralston was discovered by a woman. Lois Weber was struck by her blonde beauty and offered her a part. After that Miss Ralston's success was merely a matter of development. She was proclaimed a star after her work in "Old Ironsides."

Emil Jannings, Paramount star, left Shakespearean repertoire in Max Reinhardt's theatre in Berlin to play his first motion picture in 1915.

Two shining First National stars, Colleen Moore and Babe Ruth, who try to dim the light of William Tilden, a starry tennis player.

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Right — Scene from "Rookies," starring Marceline Day and George K. Arthur, a Metro-Goldwyn-Mayer feature which is winning praise.

Left — Colleen Moore and her new leading man, Donald Reed, who plays opposite Miss Moore in "Naughty But Nice," for First National. The title sounds interesting.

John Barrymore and Marceline Day in United Artists' "The Beloved Rogue." at the Uptown, Toronto, next week.

The smiling Metro-Goldwyn-Mayer villain, Roy D'Arcy.

Gladys McConnell, a petite and attractive Fox player.

Buck Jones, one of Fox's best bets for exhibitors.

Scene from "Her Father Said No," released through Greater F. B. O. But the girl said "yes."

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It takes more than an announcement to make a newsreel!

Years of experience, millions in expenditure and the incalculable energy of countless editorial and camera experts in all parts of the world have gone into the making of

FOX NEWS

with the result that the "*Mightiest of All*" is recognized today throughout the motion picture industry and by the theatre-going public as the standard bearer among newsreels.

Exhibitors are buying FOX NEWS *because it means money in the bank!*

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RED HOT HOOFS. Star, Tom Tyler. Say, boy—this Tom Tyler is coming fast. The picture is very good and will please both kids and adults. Little Frankie Darro and his pals fine in this one. Draw town class, town 2,500. Admission 10-25. S. H. Rich, Rich Theatre (450 seats), Montpelier, Idaho.

Say Boy--

This Tom Tyler IS coming fast. Mr. Rich is right--in fact Tom has ARRIVED.

Tom is not just an ordinary western star. He's DIFFERENT--playing many theatres where all other "westerns" are BARRED.

Introduce this breezy young fellow to your patrons NOW and cash in for the next five years.

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FBO

***Greater* F. B. O.—Master Showmen of the World**

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CANADIAN MOVING PICTURE DIGEST

Vol. 18, No. 52. TORONTO 2, CANADA April 30th, 1927

THAT'S what makes Metro-Goldwyn-Mayer so satisfactory to showmen . . . . just when the industry wonders-what possibly could follow such hits as "Flesh and the Devil," "Tell It to the Marines", "Slide, Kelly, Slide" and "Rookies" . . . . along comes another sensation

LON CHANEY

THE STAR OF STARS *in*

MR. WU

with LOUISE DRESSER, RENEE ADOREE, RALPH FORBES

Directed by William Nigh from the play by H. M. Vernon and H. Owen. Adapted by Lorna Noon.

NOW COMPLETING SECOND WEEK AT $1.65 TOP AT THE FORUM, L. A.

A Metro-Goldwyn-Mayer Triumph

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CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

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STAR MAKER

THE PHENOMENAL ACHIEVEMENT OF A GREAT STUDIO ORGANIZATION

JOHN GILBERT

First made a flash in "His Hour," later in "The Snob" and "The Merry Widow" .... then "The Big Parade" and "Flesh and the Devil." Soon "12 Miles Out."

Metro-Goldwyn-Mayer made this star!

LON CHANEY

He was featured in big pictures before, but never a star until "The Unholy Three" ....then "The Black Bird," "The Road to Mandalay"—"Tell It to the Marines" is his current triumph. Coming "Mr. Wu" and "The Unknown."

Metro-Goldwyn-Mayer made this star!

NORMA SHEARER

Starting with "He Who Gets Slapped" she has risen to top rank with "Lady of the Night," "His Secretary," "Waning Sex," "Upstage" and others . . . her future is unlimited.

Metro-Goldwyn-Mayer made this star!

WILLIAM HAINES

Picked for the leading role of "Brown of Harvard," he has justified the public's acclaim with "Tell It to the Marines" and now "Slide, Kelly, Slide."

Metro-Goldwyn-Mayer made this star!

GRETA GARBO

The most sensational find of years, she clicked immediately in "The Torrent," then "The Temptress" and now "Flesh and the Devil."

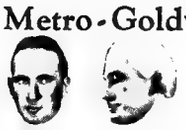
Metro-Goldwyn-Mayer made this star!

RAMON NOVARRO

After successfully featuring him in "Prisoner of Zenda" and "Scaramouche" he was starred in "The Red Lily" and "The Midshipman"....then came "Ben-Hur"!

Metro-Goldwyn-Mayer made this star!

TIM McCOY



A new type of Western star in a new type of Western picture...."War Paint" and "Winners of the Wilderness" have established Tim McCoy. "California" next!

Metro-Goldwyn-Mayer made this star!

JACKIE COOGAN

More than 10,000 theatres are playing "Johnny Get Your Hair Cut"....and like "Old Clothes" and other Coogan pictures his releases are a staple at thousands of box-offices.

Metro-Goldwyn-Mayer made this star!

And "More Stars Than There Are in Heaven"

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tell us another

picture on the market that brings them to the box office and breaks records like

McFADDEN'S FLATS

now in its third week at the Regent, Toronto, at $1.00 top.

tell us another

picture you can get that will be the sensational attraction that

CONVOY

is with its authentic scenes of the British Navy at the Battle of Jutland.

tell us another

picture you know of that contains the dazzling romance and pulsing drama of

THE TENDER HOUR

with its self-exploited title and most beautiful on the screen, Billie Dove.

tell us another

picture that will attract every man, woman and child to your theatre like

BABE COMES HOME

starring the most popular figure in the athletic world, Babe Ruth—with Anna Q. Nilsson.

tell us another

picture that will prove itself a box office harvest like

LOST AT THE FRONT

with Charlie Murray and George Sidney as recruits in Russia's famous women's Death Battalion.

tell us another

company that delivers you such guaranteed money-getters—you can't do it brother because they only come from

FIRST NATIONAL

Good Day First National and You Good Bye Worry

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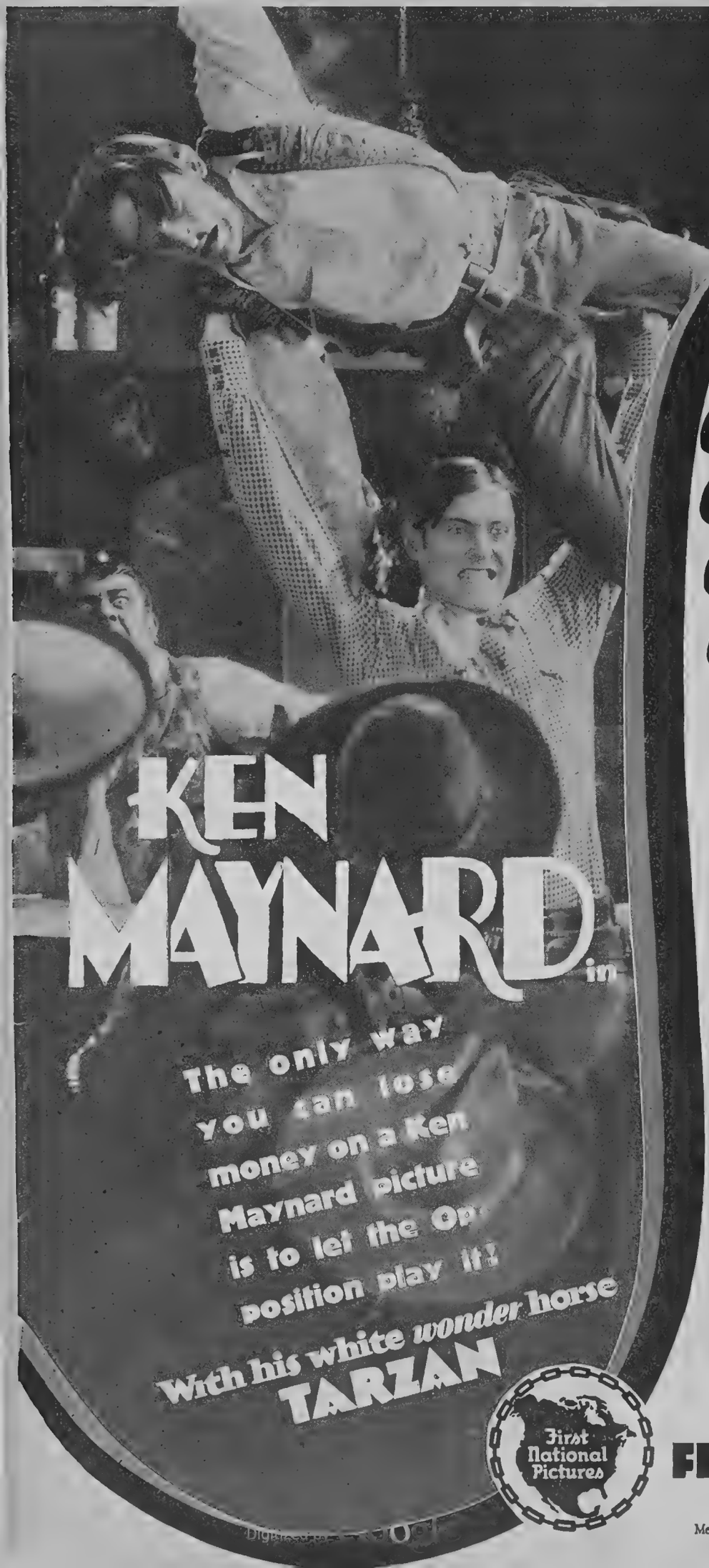

KEN MAYNARD in

The only way you can lose money on a Ken Maynard picture is to let the Op position play it!

With his white wonder horse TARZAN

First National Pictures

ome sluggin'
ome ridin'
ome ropin'
ome action
ome romance

omewhere in Sonora

with KATHLEEN COLLINS

presented by

CHARLES R. ROGERS

Adapted from Will Levington Comfort's novel "Somewhere South in Sonora"

Adaption by MARION JACKSON

Directed by ALBERT ROGELL

Supervised by

HARRY J. BROWN

FIRST NATIONAL FIRS

In Outdoor Drama

Member of Motion Picture Producers and Distributors of America Inc.—Will H. Hays Pres

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Editor and Managing Director
GEORGE C. WILLIAMS
President

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"Babes in the Wood"

IT LOOKS as if the Censor Boards of Canada are in danger of having a certain kind of greatness thrust upon them, which appears to be quite out of the order as far as Censorship jurisdiction is concerned.

A few weeks ago I stressed the inadvisability of the "White List" as sponsored by our Industry, the Censor Board and the Child Welfare Council.

A list which called a very small portion of the Industry's output "White;" and left the rest of the 60 or 70% of the pictures to be designated as black, or red, or any other colour.

RAY LEWIS

Obviously the rest of the product not on the "White List" is placed at a disadvantage, its market interfered with, and an interrogation placed upon its "White" properties.

The move to introduce a Bill in the Alberta Legislature whereby Censors should be given the added authority to mark pictures "Family," or otherwise, and that all advertisements should carry an announcement "ordered passed by Alberta Board of Censors as a Family picture," is a power which was not dreamed of when Censor Boards were introduced.

Failure to so mark films or to so advertise was to constitute a misdemeanor and was subject to punishment as prescribed.

A protest from the Picture Industry of Alberta secured a modification of the proposed legislative clause; and gave the Lieut-Governor in Council authority to add to sec. 16 of the Act a clause somewhat less drastic.

Miss Charlotte Whitton, executive secretary of the Canadian Council on Child Welfare and all its affiliated women's organizations for the whole of Canada is quoted in the Toronto Star, as follows:

"The statement that the province of Alberta rejected the legislation affecting 'family pictures' is not correct," said Miss Charlotte Whitton, executive secretary of the Canadian council. "What happened was that certain definite clauses calling for the marking of those pictures fit for children to see as 'family pictures' were dropped and other clauses amounting to the same thing were definitely adopted.

"We have the assurance of the government of Alberta that some form of marking — perhaps not the words 'family picture' — will be used by the Censors to designate clearly and unmistakably the pictures that are wholly fit for children to see.

"We are anxious to have some such designation adopted on every picture shown in Canada not to put responsibility upon the Censors and relieve parents of any worry—but for the very opposite reason. We wish to put full responsibility on parents. At present parents plead that they have no means of knowing whether a picture is good or bad for their children. When those pictures are unmistakably marked as being fit for general, universal or family showing, then parents will have no excuse if their children frequent pictures of the other sort."

The article in The Star advises that Miss Whitton explains "that the Canadian Council is in no desperate hurry to attain their end in this matter, but expect to watch the success of the measure in Alberta and then count upon strong public support from parents, who will appreciate some system of knowing in advance the type of picture they are taking their children to see, or which their youthful children are attending by themselves."

The Board of Education which takes care of a child at school from 5 to about 16 every day but Saturday and Sunday; the libraries which take care of thousands of children at their Saturday Morning Children's Reading Hour Classes; and the Churches which are supposed to take care of children on Sundays, must feel as flattered by the inspiration of the "Labels" as are the parents of our children.

Is a "Label" the sum total of their civilizing, intellectualizing and spiritualizing efforts?

As for the parents of children, who were once upon a time children, going to school, church, etc., who have flattered themselves that they are mentally O. K., these may begin now to realize that they are not mentally capable of being able to read the advance notices and advertisements of motion pictures with a sufficient degree of intelligence to guide them in their selection of pictures to which they can send, or take their children.

It looks as if the present mental status of parenthood has been labelled "Non Compos Mentis," by the supporters of the "Label" picture movement.

As for our Industry, are we not "Babes in the Wood?" Just mention co-operation to us and we plant our Olive Tree where only thistles could grow.

Ray Lewis

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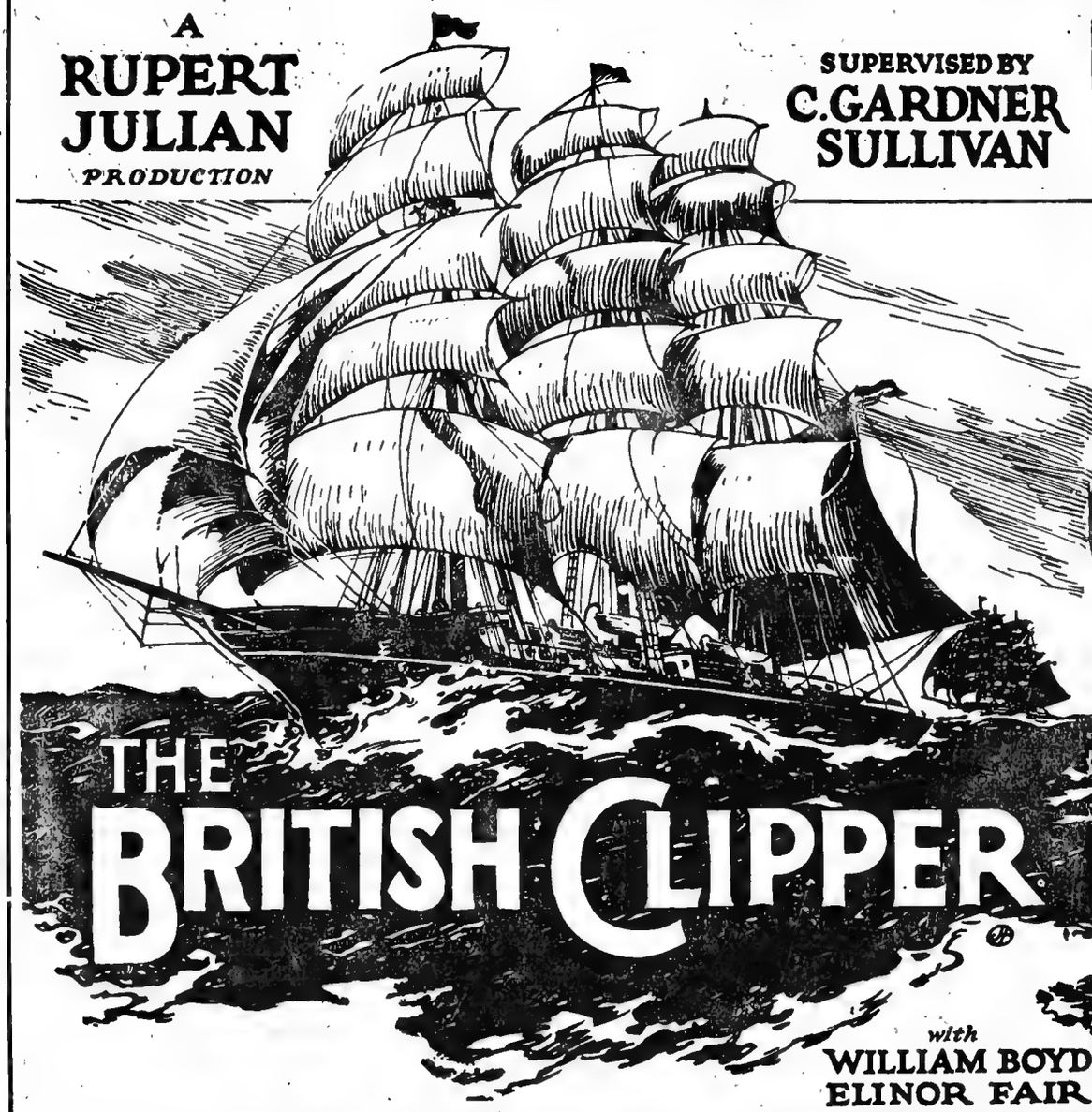
Here's the Big Clean-Up!

A RUPERT JULIAN PRODUCTION

SUPERVISED BY C. GARDNER SULLIVAN

WILLIAM BOYD

ELINOR FAIR



THE BRITISH CLIPPER

JUNIOR COGHLAN

with
WILLIAM BOYD
ELINOR FAIR
JUNIOR COGHLAN
and WALTER LONG

From the story by DENISON CLIFT
Directed by RUPERT JULIAN
Produced by
DE MILLE PICTURES CORPORATION

WALTER LONG

An epochal picture of the era when romance and adventure rode high in the rigging of the white-winged greyhounds of the deep—teeming with romance, action and the thrills of mighty achievements.

Another of the Producers Distributing Corp. Big Hits

REGAL FILMS LIMITED

Sole Canadian Distribuors

Toronto - Montreal - St. John - Winnipeg - Calgary - Vancouver

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Still Breaking Records

Palace, Montreal, Jammed--Packed 'Em to the Doors during Entire Week of April 24th, Shattering All Records for Big Business.

A Magnificent British Spectacle Produced with the Sanction of His Majesty's Army Council.

It's the Year's Big Box Office Hit

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Ray Presents

CANADIAN visitors to the "Roxy" --William Fox Theatre continue to use up all their descriptive powers in citing its beauty, its elegance and good taste, plus its entertaining qualifications.

* * *

THE TORONTO TELEGRAM is going to help put British pictures over in Canada it is evident. This newspaper co-operated magnificently on "Mons;" and now with an equal ardour it is getting behind "Admiral Nelson" and "The Flag Lieutenant" both previewed by The Toronto Telegram; and both extolled as big enough in values to create a market.

* * *

Have you been reading the "talks" which Mr. E. W. Hammons, president of Educational, has been delivering in his one-column presentations in The Digest? They are extremely well-written and well-said; besides containing selling arguments that no one can dispute.

* * *

THE CONCENSUS of opinion on Cecil B. DeMille's "King of Kings," is that it is his biggest effort; and that it is an achievement.

* * *

I want to take this opportunity to congratulate Hal Roach upon his "Around the World" comedy in which "The Gang" saw England, France, Rome, etc.

There have been no end of people ask me whether Hal Roach really took "The Gang" to see the world, or whether this is some more "tricks" which the "movie producers" do with the camera.

* * *

TO TELL the truth, I told them that "The Gang" really took the trip, because if it is a question of "tricks," which I thought it might be at first, the last half of the shots appear so genuine that I am fooled.

The main point is that it has created as much talk and enjoyment as a big feature.

* * *

I *WAS GLAD to see Mabel Normand in a comedy recently. She reminded me of Syd Chaplin as "Old Bill."*

There is something masculine about Mabel's presentation of comedy, clever little star.

* * *

THE Canadian Performing Right Society's Rights and the Amusement Tax, plus "picture labelling" are three issues in our Industry here which need watching.

* * *

Either one of them will be enough to put exhibitors out of business if they do not watch their "Rights," and each of them needs the individual watching of all the exhibitors.

* * *

N. L. NATHANSON, accompanied by Mrs. Nathanson, sailed from New York for England last Tuesday on the Aquitania to be gone several months.

* * *

Shea's Hippodrome, Toronto, will inaugurate a policy of continuous show with feature pictures and Keith-Albee vaudeville, beginning in May.

* * *

THIS Industry is always ready to tender a banquet to those individuals who do it a service.

The occasion for such a testimonial of appreciation presents itself in connection with Joseph P. Kennedy.

* * *

No individual has performed a more noteworthy service than Mr. Kennedy in connection with the introduction of the Motion Picture Industry at Harvard.

* * *

I suggest that the gentlemen who were presented at Harvard by Mr. Kennedy form a special committee to organize a testimonial banquet to Mr. Kennedy, and that the entire Industry co-operate in making this banquet a memorable one.

* * *

I AM going up to New York to look the "big city" over, if I hear, or see of anything worth talking about I'll let you know.

"Golf" at Keith's Furnishes A Feature

Manager J. M. Franklin of B. F. Keith's Theatre, Ottawa, cashed in nicely on the stunt of Tom McMahon, a Rochester, N. Y., golfer, who played a golf ball all the way from Rochester to Ottawa, by having him finish his unique journey on the stage of the theatre after he had "holed out" in front of the Parliament Buildings.

Motion pictures of the arrival of McMahn were screened at every performance and the long-distance golfer himself made personal appearances for the week. The stunt attracted wide attention.

SHORT TALKS

ON

SHORT FEATURES

Enthusiasm

No worth while success is ever achieved without enthusiasm. The finest theatre in the world would be a "flop" without it. No studio could hope to produce good pictures without it.

Enthusiasm is contagious. The exhibitor's keener interest in good short features, so evident everywhere, is reflecting itself in the studios. The result, as it will affect your box-office, is obvious.

I have just returned from Los Angeles, where the Educational Studies will soon be in full swing on their 1927-1928 comedy schedule. *Educational* has always been an organization of young men, with the enthusiasm of youth backed by experience. But I have never seen a more inspiring display of enthusiasm and confidence anywhere than was given by stars, directors and the whole studio staff. After seven years of steady progress they are determined to make 1927-1928 their biggest year. And they'll do it, to the profit of the thousands of exhibitors who always rely on *Educational* for the spice of their programs.

E. W. Hammons
President

EDUCATIONAL

FILM EXCHANGES, Inc.

Educational Pictures
"THE SPICE OF THE PROGRAM"

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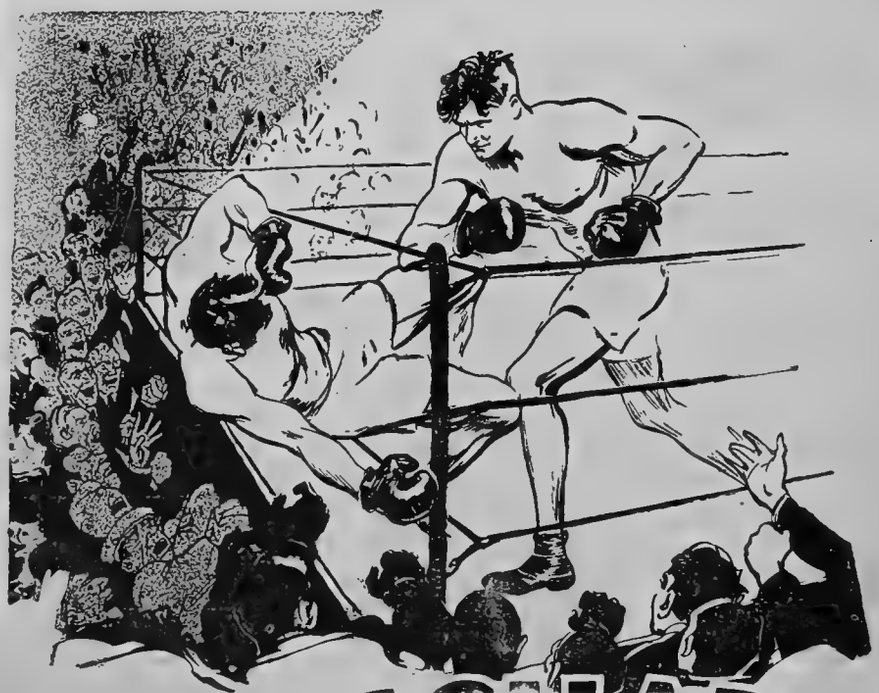

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TORONTO THEATRES

REGENT — "McFadden's Flats," with Chester Conklin and Charlie Murray — First National — Class A comedy. Enjoying its third consecutive week at this theatre, and playing to large audiences.

UPTOWN — "The Beloved Rogue," with John Barrymore — United Artists — Class A. France again in that picturesque period when beggars off horseback held a court of their own; and talked to the king. The story revolves around that most fascinating rogue of a poet, Francois Villon, who saved himself from hanging by convincing the superstitious and crafty King Louis XI that his life and the king's was linked, the stars having foretold that 24 hours after the death of the poet, the king, too, would die. The period depicts medieval France still under the dominion of English rule, after the death of Joan D'Arc; and the Duke of Burgundy endeavoring to crown himself King of France. Villon is king of "All Fools Day" and through this masquerade meets Louis XI, who has been instructed by faithless advisors to welcome Burgundy. After many vicissitudes, where Villon becomes the favorite of the king, to be again banished and tortured by the Duke, Villon regains his liberty and the king's ward, the Lady of Vauxcelles, whom the Duke has sought in marriage for political ambitions. The picture is well-directed, although some of the sets have a card-board look. The cast, headed by Barrymore, is a particularly fine one. Barrymore does some big work, particularly in the opening of the picture, where he gets an opportunity to make up as a tramp, reminiscent of Nat Wills; and his subsequent banishment, following his insult to the Duke of Burgundy. In this episode, the recognition of the banishment from his beloved France, for which his father was a martyr, Barrymore rises to the glory of the Barrymores; it was his best contribution, it was enough to stamp him as outstanding in the realm we attribute to histrionic g e n i u s. Thereafter he shared honours in acting with Conrad Veidt's Louis XI; and when we say that Barrymore had to give of his very best, capitalize all his assets to hold his own with Veidt, you can begin to sense what big work this German actor Veidt does as Louis. His characterization is so alive it lives in your memory after you leave the theatre, he is at all times Louis, never letting go this characterization for one moment. To return to Barrymore it appears he is slated for the Fairbanks' stunt stuff. Perhaps following the Road of Romanticism and adventure the public expect to see their heroes scale towers and leap through the air like flying fish. Barrymore certainly improved in his facility for "leaping"; and he is as lithe in figure as Fairbanks. Some of his close-ups in profile reminded me of the Head of Christ. Barrymore should watch a disposition to step out of his characterization to become Barrymore. Veidt's impersonation would be worth his watching. I have observed a little trick Barrymore has in kissing. The nose of the caressed one gets a little love-tap. This should be restricted for scenes with "The Beloved," but when it is used in scenes with his mother, and repeated for his sweetheart, it looks as if it didn't belong to mother, while its repetition dims its charm. I am sure Barrymore will thank me for telling him how to kiss. Marceline Day made an attractive Charlotte de Vauxcelles, for whom Villon conceived the Grande Passion. She did very good work also. Lawson Butt, Otto Mattieson, Nigel de Brulier, Bertram Grassby and Lucy Beaumont as the Mother of Villon were all splendid. The direction by Alan Crosland was most admirable, he respected the individuality of his players and gave them their chance.

TIVOLI — "The Magic Garden," — All Star Cast — F.B.O. — Class B. An adaptation of Gene Stratton Porter's novel. The kind of a picture that mother and father could bring the whole family to see; and which even the most rabid reformer would label as a Family picture. Some of the photography is so beautiful that in an art photographic exhibition it would capture first prize. J. Leo Meehan handled the megaphone with Allan Siegler responsible for these highlights of screen beauty. The story begins with an episode in where two children, the rich little girl and a poor little boy, meet in a Magic Garden to become sweethearts. The magic of this garden remains with them until they blossom into adult lovers. All the children are adorable. Joyce Coad as the little heroine kept the audience in a state of wishing to continually hug her; and her grown-up self played by Margaret Morris, retained the hugable charms manifested by little Joyce. Raymond Keane as the grown-up boy lover was excellent, while very fine work was also done by Hedda Hopper and William V. Mong. Hedda Hopper has already earned for herself the reputation of always "making good" wherever she is cast. This love-idyll is light entertainment, but if your audiences enjoy a summer's day, after a shower has made the air clean and wholesome, good for the vision, your audience will enjoy "The Magic Garden."

LOEW'S — "Frisco Sally Levy," with Sally O'Neil — Metro-Goldwyn-Mayer — Class B. Another Irish-Hebrew combination featuring a frisky little star, comedy and melodrama with an adorable Irish heroine leaving home in an Irish quarrel with a Hebrew father. The daughter becomes a dancer in a cabaret. There is an Irish cop as the hero, who makes more than good seeing that Charles Delaney blows into his nostrils the breath of life. Kate Price as the Irish mother, and Tenen Holtz as the Yiddisher father, present distinct characterizations. Roy D'Arcy is revealed as a villainous Hebrew suitor for the hand of Sally. William Beaudine handled the direction from a story by Alfred A. Cohn and Lew Lipton. The material is not as good as the players, or the direction.

PANTAGES—"The Telephone Girl," with Madge Bellamy — Fox — Class B. A story which reveals the politics of an American election; and a telephone girl who gets their "number," even though she occasionally "listens in" where she shouldn't and hands out every number but the one you ask for. There is plenty of suspense, and melodrama to keep your audience interested; and the whole effort could be classed as g o o d entertainment. Hereafter we are apt to be a little more considerate of Miss Telephone. This story surrounds her with a great deal of sympathetic hokum. Madge Bellamy is a real "Hello Lady," while May Allison and Warner Baxter also come in for honorable mention, their contribution by way of characterizations, being most acceptable.

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Neighborhood Theatres

ST. CLAIR — "Women Love Diamonds," with Pauline Starke — Metro-Goldwyn-Mayer — Class B. Pauline does excellent work in this colorful feature and the picture is entertaining.

COLLEGE — "The Kid Brother," with Harold Lloyd — Paramount — Class A. Harold's best in which he "pulls" some new ones. "The Understanding Heart," with Joan Crawford — Metro-Goldwyn-Mayer — Class B plus. An interesting story adapted from Peter B. Kyne's novel of the same name. The big climax is reached through a forest fire, that is both exciting and thrilling, and the picture is a real box-office hit.

BEACH — "The Cheerful Fraud," with Reginald Denny — Class B plus. Denny is cheerful and this one keeps the action moving in an English atmosphere in which there is much rain but no fog. "London," with Dorothy Gish — Paramount — Class B. Dorothy very good; and she does excellent work in a Limehouse setting, which is a bit difficult.

CAPITOL — "Down the Stretch," with Marion Nixon — Universal — Class B plus. An interesting race-horse feature, which is in a class by itself and furnishes excellent entertainment. "The Demi-Bride," with Norma Shearer and Lew Cody — Metro-Goldwyn-Mayer — Class B. Beautiful Norma and debonair Lew Cody do excellent work in a feature which has been beautifully directed and mounted.

BELSIZE — "Men of Steel," with Milton Sills — First National — Class A. A powerful melodrama with Sills at his best. The supporting cast, direction and material excellent.

ALHAMBRA — "The Demi-Bride," with Norma Shearer — Metro-Goldwyn-Mayer.

PARKDALE — "A Kiss in a Taxi," with Bebe Daniels — Paramount — Class B plus. Bebe is her usual good self and the feature is a fast moving comedy full of snap. Chester Conklin adds to the elasticity of the snap. "Mons" — All Star Cast — Regal, British — Class B plus, with a Class A box-office value. An all around British picture that should be booked by every exhibitor if they enjoy registering profits.

OAKWOOD — "Orchids and Ermine," with Colleen Moore — First National — Class A. Colleen is the telephone operator who connects your box-office with the dollar sign. Don't overlook this one, it is one of her best. "Mons" — All Star Cast — Regal, British.

BEDFORD — "It," with Clara Bow — Paramount. Having "It," Clara is "It" and the box-office registers "It," meaning "Mazuma" also.

BLOOR — "Mons," an All Star Cast — Regal, British. "The Show," with John Gilbert and Renee Adoree — Metro-Goldwyn-Mayer — Class B plus. Leads excellent and supporting cast good, which includes Lionel Barrymore. These stars are box-office attractions at any theatre, and Gilbert gets a big chance here, making more than good.

YORK — "Orchids and Ermine," with Colleen Moore — First National.

CHRISTIE — "The Flaming Forest," with Antonio Moreno and Renee Adoree — Metro-Goldwyn-Mayer — Class A. A vista of Canadian history that goes over with a bang. "Altars of Desire," with Mae Murray — Class B. Fascinating Mae in a picture that suits her personality.

DANFORTH — "The Third Degree," with Dolores Costello — Warner — Class B. An interesting feature dealing with the life of a circus dancer. The story provides tears, laughter, and the thrills which make up suspense. "Valencia," with Mae Murray — Metro-Goldwyn-Mayer — Class B plus. A romantic tale of sunny Spain and Mae voluptuously Spanish.

BEAVER — "Twinkletoes," with Colleen Moore — First National — Class B. Colleen is Limehouse's one ray of sunshine, and she sparkles despite her sordid surroundings.

PROJECTION

By GUY E. McALLAN

In theatres where A. C. is used at the arc through transformers, it will be found that if the line switch connecting the primary to the line is left closed, that the transformer will consume quite a bit of current, even when the arcs are not burning. This is the socalled magnetizing current and if the projectionist should forget and leave the switches in over night it means a healthy sized light bill. One way to guard against this is to wire up an incandescent lamp bulb in parallel with the primary leads of the transformer so that it will burn all the time the line switch is closed, then when the projectionist is through with the show the lighted lamp will warn him that he has not pulled his primary switch.

* * *

News notes tell of a new safety film rewinder which should prove of interest. It consists of two cast aluminum magazine which inclose the film and a motor drive which is also inclosed. The motor cannot be started until the magazine doors have been closed and the motor stops when the film is rewound or if it should break. It seems that soon there will be no excuse left for the old open unsafe rewinder.

* * *

Managers of theatres which are provided with a balcony should, if their screen is set well back from the arc of the stage, be sure and have a black cloth or ground sheet covering the stage floor. There is a good deal or reflection from a light stage floor which will spoil the half tones in the projected picture of image.

* * *

It is the custom now to enclose the light beam between the lamp house and the aperture and granting that this does away with a good deal of eye strain for the projectionist, it also operates to hurt screen results as the projectionist has not such a good control of his light. The writer always fits a piece of colored glass into the metal so that he can see the spot at the aperture without eye strain.

* * *

Each projection machine in a theatre should be provided with a cover which should fit tightly over the machine so as to exclude the dust. Often in the morning when the theatre is being swept out there is a good deal of dust in the air and some of this finds its way into the closely fitted bearings of the projectors where it does great damage.

Theatre Decoration

is next in importance to good pictures. You will get "bigger houses' if the public find in your Theatre that harmonious atmosphere of restfulness necessary for complete relaxation. Entrust the decoration of your Theatre to

J. O. DOUGALL

Theatre Decorating Specialist

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F.B.O. RELEASED FOUR FEATURES DURING APRIL

Four feature productions were released by Film Booking Offices during April.

"Naughty Nannette," a Viola Dana starring vehicle, J. Leo Meehan directed this film, which is centered around the life of a motion picture star.

"Mother," the Gold Band production starring Belle Bennett, is ready for exhibitors. "Mother" was adapted from Kathleen Norris's famous novel by Dorothy Yost, and was also filmed under the directorial guidance of J. Leo Meehan, with Allen Seigler at the cameras. In support of Miss Bennett are Crawford Kent, William Bakewell, Joyce Coad, Mable Julienne Scott, Sam Allen and Charlotte Stevens.

"Ain't Love Funny-" an Alberta Vaughn starring vehicle, directed by Del Andrews, from the story by Kay Clement and Lela Gidley, with adaptation by Doris Anderson.

"Cyclone of the Range" released. This film is a Tom Tyler starring vehicle, with Frankie Darro, the child wonder, and "Beans," the dog.

"Good Morning Judge"

Universal announces that the original story written for Reginald Denny by Peter Milne and Philip Hurn will be put into production for next season under the title "Good Morning Judge." This will be a Universal super picture and will be made in an elaborate way.

Three other supers to be made starring Denny and included in his release schedule for 1927-28 are "Ask Me Another," "Out All Night" and "The Canvas Kisser." They are rapid-fire farce comedies of the type made famous by Denny under the Universal banner.

Viola Dana will next be seen in "Salvation Jane," for Greater F.B.O.

ROBERT MARKS OFFERS $25,000 MARATHON SWIM

Robert Marks of Red Cedar Inn, Christie Lake, in Eastern Ontario, has made a definite offer of $25,000 cash for a marathon swim in Christie Lake with George Young of Catalina fame as the star. Robert Marks is one of seven brothers who have been known throughout Canada for more than half a century for their Marks Bros. theatrical ventures. Robert Marks had his first show way back in the '70's.

Ernie Marks, one of the brothers, is the proprietor of the Marks Theatre in Oshawa and, this year, was elected an alderman of that city.

"Rookies" Plays Capitol

"Rookies," Metro-Goldwyn-Mayer's feature with Karl Dane and George K. Arthur, played the Capitol, New York.

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"Slide, Kelly, Slide"

"Slide, Kelly, Slide," Metro-Goldwyn-Mayer's latest special to hit Broadway at $2 top admission, was recently promoted to big business with a thorough campaign by the management of the Stillman Theatre, Cleveland, and assisted by William R. Ferguson, Metro-Goldwyn-Mayer manager of exploitation, and C. C. Deardourff, Metro - Goldwyn - Mayer exploiteer.

The campaign consisted of a newspaper campaign, a lobby display, tie-ups of all kinds, a prologue, and a considerable amount of posting.

STANLEY IN CONTROL OF FIRST NATIONAL

The annual meeting of the First National terminated at Atlantic City with the Stanley Co. of America in control.

SURE, WE HAVE A GOOD REPUTATION!

WHY NOT ?

We sell the finest line of goods procurable.

Our prices are low in comparison to quality.

Our service is a reality, *always*.

And, we are honest both with you and with ourselves.

That's why we have a sterling reputation from Coast to Coast.

That's why, to-day, we are Canada's Leading Theatre Supply House.

THE COLEMAN ELECTRIC CO., 258 Victoria Street, Toronto, Ont.

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ORPHEUM, VANCOUVER, LOAN FIRST MORTGAGE BONDS

Public Issue $650,000 At 6½ Per Cent.

The Lumbermen's Trust Company of Portland, Ore., the Minneapolis Trust Co., Minneapolis, and the Minneapolis Loan & Trust Company are offering $650,000 6½ per cent first mortgage bonds dated February 1st, 1927, and maturing serially to Aug. 1st, 1941, of Joseph F. Langer for his new Orpheum Theatre in Vancouver.

"The bonds, a direct obligation on the mortgagor, J. F. Langer, whose financial statement shows a net worth of about $1,000,000, will be secured by a first mortgage of the new Orpheum Theatre in Vancouver and upon six suburban theatres recently leased to the Famous Players Canadian Corporation."

The Orpheum is leased for a period of 25 years to the Orpheum Theatrical Company, Limited, at an annual minimum rental of $70,000, the lease being unconditionally guaranteed by the Orpheum Circuit, Inc.

The six suburban theatres are leased for a period of ten years at an annual rental of $50,000. That lease, with that of the principal theatre, is assigned to the trustees.

EXTRA EARNINGS

from local movies

THE DE VRY STANDARD AUTOMATIC MOVIE CAMERA offers a wonderful opportunity for making money by the sale of news pictures from your locality to the exchanges, as well as increasing your audiences.

THE DE VRY is not a toy—it is a STANDARD camera, taking 100 feet of STANDARD film. It is easy to handle, light in weight, daylight loading, and produces films of professional quality.

Write us for full information and free booklet, "Just Why The De Vry Takes Better Movies."

Picture Service Limited

615 Yonge St. - Toronto

Canadian Distributors of De Vry Products

Victor McLaglen, who adds to the success of "What Price Glory," a Fox release.

Theatre Owners Win Legislative Consideration

Premier Baxter Introduces Amendment To Bill Restricting Child Attendance.

A delegation of theatre owners from various points in the Maritimes approached the Government regarding the amendment to the Theatres Cinematograph and Amusement Act whereby it was proposed to limit attendances at theatres to children over fifteen years of age unless accompanied by an adult.

Premier Baxter submitted to the Legislature an amendment which provided that children apparently under the age of twelve should not be admitted unless accompanied by a parent or responsible person and no child under the age of sixteen would be allowed during school hours. The amendment was approved and the bill reported.

Premier Baxter stated that the motion picture people were agreeable to this amendment. He hoped to have children so protected that tragedies such as had occurred in Montreal, would be avoided.

Cranfield & Clark Moving To Bond Street

Cranfield & Clarke of Canada will move from the Hermant Bldg., Wilton Square, to their new offices at 105 Bond Street, becoming neighbors of the Famous-Players Exchange.

FOR SALE

We have a new Daylight Silver Fibre Screen, ten by seven feet six, in perfect condition, which we will sell for $75,00, original cost $131.00.

Apply CAPITOL THEATRE, AYLMER, ONTARIO.

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MONTREAL

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Theatres Completely Equipped

Repairs on All Makes of Projectors and Cameras

GRIFFITH TO PRODUCE FOR UNITED ARTISTS

Joseph M. Schenck announces that there is no possible merger with Metro-Goldwyn-Mayer, and that D. W. Griffith will produce for United Artists. There will be SEVENTEEN FEATURES, one from each producing unit.

Lois Wilson Joins F. B. O. Star List

Outbidding two of the largest companies in the Industry who have been angling for her services, Joseph P. Kennedy, president of F. B. O., this week signed Lois Wilson to play the leading role in "The Gingham Girl," based on the famous play by Daniel Kussel.

"Camille" Presents Players of All Nations

In Norma Talmadge's latest First National picture, "Camille," directed by Fred Niblo, there are just about as many countries represented by the cast as one ever finds in a production. First, a representative of America, Miss Talmadge herself, takes the part of the Parisian siren. Gilbert Roland, her leading man, is a Spaniard; Rose Dione is a Frenchwoman; Alex Francis is an Englishman; Albert Conti is an Austrian, and Michael Visaroff is a Russian. Other Americans in the cast include Lilyan Tashman, Harvey Clarke, Helen Jerome Eddy and Evelyn Selbie.

Daylight Saving, Toronto

Daylight Saving starts on a five-year run in Toronto, for a period beginning May 1st to September 25th.

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Pathe--P.D.C.--Keith-Albee Orpheum Interests Involved in Big Deal

The Merger Talk of Industry For Months Becomes A Fact.

For several months past the Industry has been talking of a possible merger between the Pathe, P.D.C. and Keith-Albee Orpheum Interests.

A statement issued from the Head Office of Pathe Exchange, Inc., gives a full statement of the contemplated merger which retains for the Pathe Exchange its former important position with J. J. Murdock, general manager of the B. F. Keith interests, as president of the recapitalized Pathe Company.

While the merger was in the making no one officially knew anything about it, but this Industry of ours appears to have a "nose for news" of this kind; and smelled out the contemplated move before any official information was disclosed. The Pathe statement is as follows:

Following action of the Board of Directors of Pathe Exchange, Inc., at its last meeting, notices will be mailed to stockholders of record Thursday, April 21st, calling a special meeting of stockholders to be held on May 12, 1927, to approve amendments to the Company's Certificate of Incorporation providing for its recapitalization.

The proposed amendments to the Certificate of Incorporation of Pathe Exchange, Inc., contemplate among other things that the Company will be recapitalized so that its capital structure will be as follows:

	Authorized	To Be Presently Outstanding (including Outstanding Warrants)
Ten-Year 7% Debentures	$10,000,000.	$6,000,000.
8% Preferred Stock, (present issue)	3,000,000.	814,300.
Class A Preference Stock, No par value	500,000 shares	259,739 shares
Common Stock, No par value...	1,500,000 shares	704,870 shares

The Class A Preference Stock is to be entitled, subject to the rights of the Preferred, to cumulative perferential dividends of $4 per share per annum, and after the Common stock has received dividends at the rate of $2 per share per annum (subject to certain limitations), to participate, share for share, with the Common in any further dividends paid, up to an additional $3 per share on the Class A Stock in any one year.

The Class A Preference Stock, also, is to have preference as to assets in the event of involuntary liquidation, to the extent of $50 per share, and in the event of voluntary liquidation $75 per share, and is to be redeemable as a whole or in part at any time, at $75 per share. It is anticipated that the Debentures which will carry non-detachable option warrants, will be purchased by a syndicate headed by Blair & Co., Inc., and associates.

Mr. Elmer Pearson, Vice-President and General Manager of Pathe Exchange, Inc., is addressing a letter to stockholders to accompany the call for the special meeting, substantially to the following effect:

The Pathe Company has had a remarkable development in its field, which in a certain sense may be regarded as specialized, in that it is limited in the main to such features as Pathe News, Comedies, Serials, Review, Topics of the Day, Aesop's Fables, Sportlights, and Educational Pictures.

However, during its comparatively short life the Motion Picture Industry has experienced many phases of development common to most industries and some peculiar to itself. Recently the tendency toward integration has become very evident, one result being that several of the largest theatre chains are affiliated with, controlled or owned by the four or five largest producer-distributors.

Until this year several of the largest of such producer-distributors have confined themselves to feature length pictures, leaving the short subject field largely to the recognized specialists in this line, of which Pathe Exchange, Inc., was the leader. Recently, however, two of the largest of such producer-distributors have declared their intentions of also producing and distributing short subjects.

Considering that the theatres affiliated with, controlled or owned by distributors, comprise a large percentage of the best theatres in practically all of the large cities of the United States, one must realize the importance to a distributor of appropriate theatre affiliation. It should likewise be apparent that a far seeing theatre chain organization cannot look composedly toward the future unless it has a distributor affiliation having a complete program of first-class pictures, feature length as well as short subjects, and that a distributor not only having at its disposal such a complete program of pictures but also a strong theatre connection, would be in an enviable position.

The amendments contemplated will permit your Company to carry out the plan of recapitalization and expansion, which will enable it to meet and cope with the changing conditions in the Motion Picture Industry and establish itself as one of the foremost units in that industry, capable of producing and distributing a complete program of pictures including those of feature length as well as its present specialties.

Cinema Corporation of America and its subsidiaries have been engaged in the making of feature length pictures under the direction and supervision of Cecil B. DeMille and the supervision of Al and Charles Christie. These pictures have been distributed in the domestic market by Producers Distributing Corporation, a subsidiary of Cinema, and abroad by an affiliated Company. Mr. DeMille's super-special, "The King of Kings," has just opened in New York and has been most enthusiastically received by the press and public.

The proposed expansion of the activities of the Pathe Company, includes the acquisition of:

1. A contract with Cecil B. DeMille for the production under his direction and supervision of feature length pictures and the acquisition of various assets for use in connection therewith from the Companies with which he is at present associated.
2. A favorable contract, which does not call for the usual advances of negative cost, for the distribution by Pathe of the pictures previously directed and supervised by De Mille, including "The King of Kings" and other pictures previously distributed by Producers Distributing Corporation. This contract beside the highly advantageous elimination of the usual advances grants to Pathe an option to purchase under certain circumstances the pictures in question for $1.00, and
3. A contract with the well-known Keith-Albee and Orpheum interests for the exhibition of pictures distributed by Pathe, in theatres owned by or associated with them, covering the principal cities and key centres in both the United States and Canada.

As consideration for the above proposed acquisitions, which in the main provide Pathe with the means of rounding out its product and furnish

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it with the essential theatre connection, it is proposed to issue 50,000 shares of the Class "A" Preference Stock and 600,000 shares of the Common Stock and to pay $1,000,000 in cash. It is proposed that the present Class "A" and Class "B" Common Stocks of Pathe Exchange, Inc., (upon which dividends of $3 per share per annum are now being paid) now outstanding or reserved against option warrants now outstanding will be exchanged for Class "A" Preference Stock and Common Stock in the ratio one share of Class "A" $4 Preference Stock plus one-half share of Common Stock for each share of the present stocks.

Subject to the consummation of the Plan, Mr. J. J. Murdock, General Manager of the B. F. Keith Corporation, has consented to become the President of the Pathe Company, and the Board of Directors will be enlarged to include in its membership, Mr. Murdock, Mr. Mark E. Heiman, President of the Orpheum Circuit, Inc., and representatives of the Bankers.

The Managements of Pathe Exchange, Inc., of the Company controlling the DeMille group and the Keith-Albee and Orpheum interests in approving this Plan, believe that the expansion and affiliations so inaugurated and established will be of immeasurable advantage to the Pathe Company, and will result in its being the best balanced unit in the Industry, thoroughly well established in the production, distribution and exhibition of practically every type of popular film.

The advantages of the plan are very substantial. It is the concensus of opinion of those best qualified to judge that "The King of Kings" surpasses in quality and box office appeal any picture heretofore produced, and the management of your Company expects, irrespective of benefit from the distribution of "The King of Kings" or from the option to purchase it and the other Cinema pictures, that the net earnings after depreciation, interest and Federal taxes for the first 12 months of operation following the consummation of the Plan, will be in excess of $2,000,000.

A pro-forma consolidated balance sheet of Pathe Exchange, Inc., and subsidiaries as of December 25, 1926, in which effect has been given to the proposed acquisitions, recapitalization and sale of debentures, shows current assets of over $10,000,000, as against current liabilities of less than $500,000, and net tangible assets after deducting all liabilities except the proposed Ten-Year 7 per cent Debentures of $13,000,000, of which practically $10,000,000 are net current assets.

The Annual Report for the fiscal year 1926 which is to be submitted with the call for the special meeting shows that the net earnings after depreciation, interest and Federal taxes were $899,676.

I believe that the plan is economically sound and should merit the favorable consideration of the Class A stockholders. If the plan is carried out in its entirety, the expanded Company would be one of the largest in the field and, in my opinion, its future potentialities would be second to none.

Brit. Authors Production Ltd., Gets Backing

Ralph J. Pugh, Manager; Financier, Rupert Mason, Lancashire Cotton Man.

The details of the £1,000,000 Empire-wide British Film project appears to be shaping itself into the presentation of names.

The syndicate which has been doing some quiet and constructive work for the past 12 months is known as British Authors Productions, Ltd., and is under the management of Ralph J. Pugh, backed by Rupert Mason, the Lancashire cotton manufacturer.

Contracts for world rights on three productions have already been passed upon. The pictures will be purely British, authors and artists, producers if required, being loaned by American organizations on a reciprocal basis; and brought to England for their share in the making of the picture.

The organization will be in the control of a new company called British Incorporated Pictures, Limited, having an initial capital of £500,000.

A production advisory committee has been formed with Mr. Rupert Mason as chairman, for the purpose of securing the co-operation of leading representatives of Arts and Industries Association with film production.

Sir Charles Oman, M.P. for Oxford University, as a member of the advisory committee will represent the Grand Council of the British Empire Film Institute.

Affiliated companies will operate in Canada, Australia, South Africa and India, each to be responsible in their territory for the distribution of the films of the producing companies.

Loew's London financial statement shows mortgage completely wiped out and common dividends resumed.

Last Minute News

We regret to report the death of the little six-year-old daughter of Sid Taube, who quietly passed away in her sleep, during an illness where pneumonia complications had developed. Our sympathy is extended to Mr. and Mrs. Taube upon this very great loss.

Business men of Orangeville visit Moorehead of the Capitol, Brampton, in order to negotiate for the erection of a similar theatre in their city. T. H. Moorehead will finance the new theatre, which will be modern with a seating capacity of 600. Orangeville's business men will be financially interested.

Famous Players Canadian Corporation has completed a deal whereby they lease the property of the Capitol Theatre and Canton Silk Store at Moosejaw, Sask. Option for a period of three years secured at a substantial price. Famous take over Capitol, May 1st.

Newspapers across Canada, editorially and in their news pages are talking about the British Empire Film project. No enterprise has received greater commendation, nor more comment.

Gayety Theatre, Star City, Sask., was destroyed by fire. Buildings north and south were destroyed. Mr. and Mrs. Radloff, the operator and wife, were the only occupants of theatre when fire started, the audience having dispersed just prior to the blaze. Fire started in projection booth.

Rosemont Theatre is the twelfth theatre of the United Amusement Co. It is situated at the corner of Eleventh Ave. and Masson St., Montreal, seating capacity 1,300. Rosemount is a suburb of Montreal; and the theatre is an addition to it, being thoroughly modern; and following the line of Greek architecture.

The discussion about prohibiting children under sixteen from attending motion picture theatres, and Sunday closing in Montreal again comes into the spotlight with editorial announcements in the press in connection with the appointment of Justice Boyer of the Superior Court, who acts as President of the Royal Commission, under authority to act as appointed by a recent legislative measure.

May 1st sees the construction of a new theatre in Orangeville, Ont., cost approximately $20,000. Sam Merlina is to be the owner. Site, West Broadway. Merlina is the proprietor of the Gem Theatre. Recently Thos. Moorehead was reported as having secured an option on Mill St. property south of the Library. Mr. Merlina's site is opposite the Post Office. Merlina will not build unless Moorehead exercises his option.

"The Flag Lieutenant," the British feature Famous Players which will soon show at the Regent, Toronto, provided a starring vehicle for Cyril Maude for a number of years.

Will Hays gets into the Canadian Press editorially regarding his comments "For Clean Pictures." Emphasis is placed upon the public patronage of pictures which are particularly dependent upon their artistic merits, void of any suggestive appeal.

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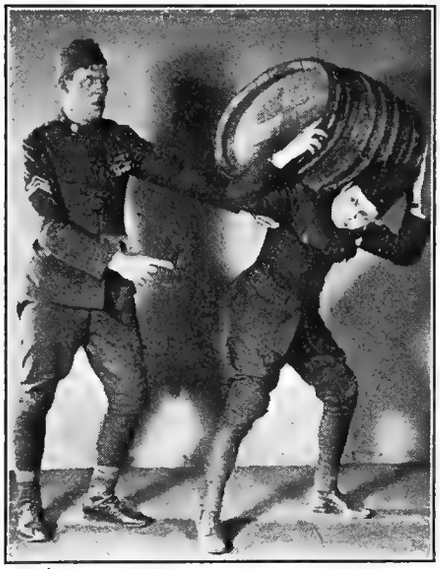
Round About the Studios



"Step Lively" instructs Sergeant Hatch (Karl Dane), to George K. Arthur, a student in the military training camp. This couple star in Metro-Goldwyn-Mayer's "Rookies."

Harold Beaudine, oldest director in point of service on the Christie staff, is beginning production on a new Educational - Jimmie Adams Comedy based on an original story by Frank Roland Conklin. No title has been selected for the picture as yet, but Ann Christy, recently made a leading lady, will appear opposite the star, Jimmie Adams.

It is stated that "Rough House Rosie" is a fitting companion picture for "It," the Elinor Glyn classic that introduced the vivacious Clara to stardom.

"The Devil's Saddle," Ken Maynard's next starring vehicle for First National which Marion Jackson adapted from the book by Kenneth Perkins, is scheduled to go into production this week with Al Rogell directing.

Raymond Griffith, he of silk-hat fame, will portray a high-hatted Raffles in his forthcoming Paramount picture, "Wedding Bills."

"Wedding Bills" was directed by Erle Kenton. Griffith is supported by Ann Sheridan, Hallam Cooley, Iris Stuart and Vivien Oakland.

Ernest Vajda, Hungarian playwright, who came to Hollywood a year ago intending to remain three weeks, has purchased a residence in Beverly Hills, deciding to remain permanently. Motion pictures attracted him.

Jack Duffy is engaged in making another Educational-Christie Comedy in which he will play the featured comedy role. Duffy made a big success of "Uppercuts," the initial picture in which he appeared as featured player, and judging from the story of the forthcoming farce, he will win additional laurels as a screen clown in this new comedy.

William Orlamond and Edward Earle, noted screen actors, were added last week to the impressive cast which Metro-Goldwyn-Mayer has assembled for "The Wind," Lillian Gish's new starring vehicle now in production under Victor Seastrom's direction.

Orlamond, recently scored a marked success in a character role, in "Flesh and the Devil," and has appeared in many other Metro-Goldwyn-Mayer's productions.

The first episode of "The Beauty Parlor," F. B. O.'s new series, was completed this week at the Hollywood studios of the company.

Arvid Gilstrom, who directed "The Wisecrackers" series, is alternating with Reggie Morris in the direction.

Al Cooke and Kit Guard portray a couple of bohunk medicine fakers, with Thelma Hill and Lorraine Eason partners in the beauty shop. Danny O'Shea is the young physical culture expert who has his gym over the beauty shop.

Virginia Lee Corbin, youthful First National player.

Holmes Herbert is playing a featured male role in "The Grandflapper" with Olive Toll in the leading feminine part. Earle Foxe and Margaret Livingston have prominent supporting roles. Richard Walling is playing the juvenile lead. Other important parts are played by Evelyn Keefer and Mary Foy.

Beautiful scene from "What Every Girl Should Know," starring Patsy Ruth Miller, and released through Warner Bros.

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A newsreel on the screen is worth two 'sight unseen'!

When you decide to buy a car, you don't contract to purchase a model still to be produced. Instead, you buy one already in existence, one you have seen, even demonstrated!

FOX NEWS

has been in existence a decade, it has been seen and appreciated by millions and has been demonstrated to the satisfaction of thousands of exhibitors as the preeminent newsreel — the "*Mightiest of All*"

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ANOTHER HIT

from the Best Seller by

EDGAR RICE BURROUGHS

Directed by

Master Showman

J. P. McGOWAN

PETE HARRISON Says---"Tarzan and The Golden Lion is an extraordinary picture; the suspense in it is tense . . . . This picture should take well anywhere and in all types of theatres."

Get his Reports of March 12th and Read Every Word of that Review.

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